

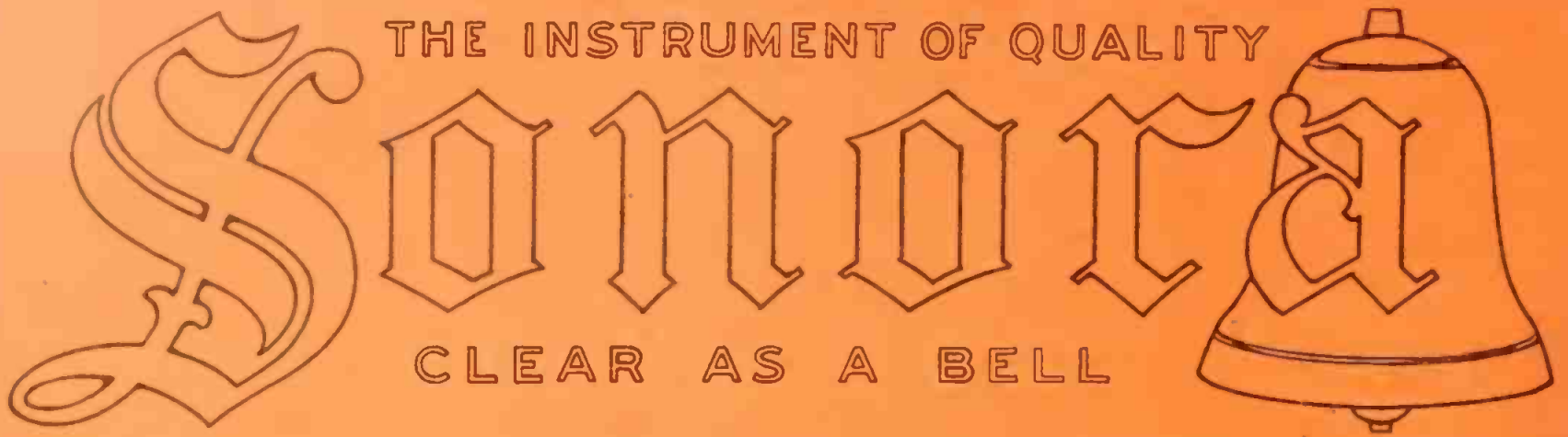
# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

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



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



## The Highest Class Talking Machine in the World

SONORA dealers do not change—they are loyal to Sonora through all conditions.

In a world of unlimited competition, this is a most impressive fact.

Dealers have a large field to choose from—they invest their own money, time and brains—they naturally line up behind the instrument that makes this investment repay the largest profits. That Sonora dealers are loyal is the highest tribute to Sonora's selling power.

Sonora dealers *know* from actual experience that Sonora sells to a better class of customer, with less effort than any other phonograph. No matter what other make or makes you sell at the

present time, you will find the Sonora a valuable addition. No other instrument supplies the *universal* satisfaction given by SONORA.

### Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, *President*

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto



#### Canterbury

An addition to the Sonora Period line, which has developed a wonderful popularity wherever shown.

#### Lafayette

This new model is a step forward in Period design, even for Sonora. Its aristocratic lines carry an irresistible appeal to the people with real "purchasing power."





# The Talking Machine World

Vol. 18. No. 2

New York, February 15, 1922

Price Twenty-five Cents

## CLEVER PLAN GETS PROSPECTS

Merchant Distributes Scratch Pads to School Children, Offers Present for Filling Out Questionnaire and Thereby Gains Prospects

A task which the merchant usually finds extremely difficult is the gathering of names for his prospect list which make live prospects. Many plans have been tried with more or less success, but one clever plan for obtaining the names of prospects, as well as important data, which it is important that the dealer should possess, was put into effect recently by a merchant at very little expense and trouble.

This progressive dealer had a large quantity of small scratch pads prepared, each one mounted on an index card, so that when the pad was turned over the holder could not avoid seeing the very simple questionnaire which the card contained.

These pads were given to the teachers in the public schools for distribution among the pupils in their classes. Naturally, the children read the card and the first thing that they saw was an announcement to the effect that each one answering the questions on the card and bringing it to the store would be rewarded with a present. The questions which the children were asked to fill in were as follows: The child's name and address, date of birth, father's name, if living; where employed; mother's name, if living, and the names of brothers or sisters.

The cards were returned by the hundreds, and the merchant had a first-class prospect list at hand, not only for the present, but also for future years, since it is obvious that the school children of to-day are the buyers of to-morrow. The printing of the cards and the distribution of novelties to the children, who returned the cards with the required answers, cost only a comparatively small sum.

## BOOSTS ONE RECORD EACH MONTH

Texas Dealer Builds Up Record Business by Sending Sales Promotion Letter to One-third of Mailing List Each Month—Proves Success

EL PASO, TEX., February 3.—The talking machine record business of the Tri-State Talking Machine Co. here is booming due to the fact that the concern concentrates on one particular record each month, through the medium of a personal letter signed personally by the manager. These letters are sent to one-third of the patrons whose names appear on the mailing list in addition to the regular supplements and enclosures. In this manner the clientele of the company is reached in connection with the sales promotion of a special record every three months. The advantage in reaching a customer in this manner at such lengthy periods is that the customer does not gain the impression that the company is merely actuated by selfish motives in drawing attention to particular records, but feels that a sincere attempt is being made to render a real service.

## WORLD'S CHAMPION RECORD CRITICS

Steamship Men Select Records in All Languages for Use of Steerage Passengers

Thomas Hardy, commissary superintendent, and W. T. Robertson, shore steward of the United States Lines, are the world's first steamship talking machine music critics.

The United States Lines, after providing cabins for their steerage passengers, decided to furnish music. Talking machines were placed in the third-class quarters of each of the company's steamships. Messrs. Hardy and Robertson, delegated to select records in every language, have listened to hundreds of records and boast of having whistling repertoires of the world's best operas, waltzes and jazes.

## C. A. C. HONORS T. H. TOWELL

Head of Eclipse Musical Co. Elected President of the Cleveland Athletic Club

CLEVELAND, O., February 1.—T. H. Towell, president of the Eclipse Musical Co., and also president of the Cleveland Cadillac Co., has captured another presidency, and one that does him particular honor in that it reflects the esteem in which he is held by some of the leading business men of Cleveland.

Mr. Towell, in short, has been elevated to the position of president of the Cleveland Athletic



T. H. Towell

Club, one of the leading clubs of its kind in the West, after having been a director of the club for the past seventeen years.

Mr. Towell, who has been connected with the talking machine industry since its infancy, and as head of the Eclipse Co. has proven an important factor in the distributing of Victor products, is distinctly popular among the members of the talking machine trade, who will be glad to learn of the new honor conferred upon him.

## WINDOW DISPLAY FOR THE CURIOUS

Merchant Plays on Curiosity of Public by Making Window Opaque and Arranging Peep Holes, Through Which to View Display

Curiosity is one of the most easily aroused emotions in human existence, and one dealer, knowing this, reaped much profit through the aid of his display window. The first thing which he did was to take out the merchandise which had been in the window. He next painted the entire window opaque, leaving only a few small peep holes. Over the peep holes the following words were printed in large, striking letters: "Stop! Look! Listen!" Curiosity impelled about nine out of every ten persons to stop and take a look through the peep hole. They saw several beautiful models of talking machines, one of which was playing, operated electrically. The theme of the display was the living-room of a comfortably furnished home, and in a prominent place in the window was a selected list of the most popular records. The plan proved extremely valuable as a business and publicity stimulator.

## NEW VICTOR STORE IN MASSILLON

MASSILLON, O., February 5.—The C. J. Duncan Co. plans to open an exclusive Victor shop in its newly completed building in Main street about February 15, Mr. Duncan announced this week. The parlors will be on the second floor over his new jewelry store and already many of the furnishings and the fixtures are on hand and are being installed. For years Mr. Duncan has confined his efforts to jewelry merchandising.

## YAHR & LANGE CO. CONFERENCE

Sonora Phonograph and Okeh Record Jobbers in Milwaukee Entertain Dealers in That Territory at Important Successful Sales Meeting

MILWAUKEE, WIS., February 8.—A most successful conference of dealers in Sonora phonographs and Okeh records in Wisconsin and Upper Michigan was held in this city recently at the headquarters of the Yahr & Lange Drug Co., wholesale distributor for those products in this territory.

The conference was snappy and right to the point and produced many excellent business ideas for the benefit of the retailers. The General Phonograph Corp. provided an elaborate demonstration of Okeh records, and the recording process was explained in detail. The various models of Sonora phonographs were also studied and discussed at length.

During the course of the conference the visiting dealers were entertained at dinner by the Yahr & Lange Co., the speakers of the evening being Fred H. Yahr, president of the company; R. H. Lanz, chairman of the dinner, and Charles Neumeister, representing the General Phonograph Corp.

In discussing the general business situation and the outlook, Mr. Yahr said, in part: "The year 1922 will be one of inevitable competition, and as never before business men will seek recorded practical facts. Emphasis must also be placed on the ill-advised business policy of price-cutting. The manufacturers have tried mighty hard to save the dealer from himself in this respect, by insisting that a price standard be maintained. The shortest route to bankruptcy is by employing such tactics. We cannot prosper unequally and our interests are so interwoven that to break one thread means to weaken the whole fabric of business relations. Good will always has been, and always will be, the only sure road to the realization of our ambitions, that is, a healthy and prosperous phonograph and record business."

## THIS IS REAL MERCHANDISING

Garver Bros. Co., Located in Town of 1,000 Population, Closed a Gross Business of Over \$700,000 During Past Year—Quite a Record

STRASBURG, O., February 5.—Although corn fields are visible from the windows of the Garver Bros. Co. store here, it did more than \$700,000 worth of business in 1921, according to G. A. Garver, head of this unique country store.

"Our music department did a remarkable business in 1921 and we intend making the present year the best in the history of the store," he declared. All business comes from the rural districts. The store handles Victor products.

The company is completing a new \$250,000 warehouse, which when completed will be used partly for the storage of musical instruments and talking machines. The store is located in a town of less than 1,000 people.

## BUSINESS CHANGE IN ZANESVILLE

Spence Music Co. Takes Over Stock and Fixtures of Home Music Co., That City

ZANESVILLE, O., February 3.—The business of the Home Music Co., which handles the Columbia, Sonora and Brunswick lines at 310 Main street, this city, was discontinued recently, the entire stock of the company, together with the equipment of the store, being taken over by the Spence Music Co.

The Spence Music Co. will continue to handle the several lines featured by the Home Co. in addition to the Victor line, which the Spence Co. has handled for some time past.



# Developing a Store Atmosphere That Impresses the Desirable Customer :: By Thornton Hall

On the occasion of a recent visit of the writer to the Broadway store of a talking machine dealer there occurred an incident with a moral. It is a concrete example of what we mean by "store atmosphere," in this case atmosphere of a negative kind. We are going to use it as a text for this article on "store atmosphere," a neglected subject, which plays an important part in the fortunes and failures of talking machine retailers.

While the clerk in charge was busy with another customer, a stout, prosperously dressed gentleman, probably a business man with plenty of ready cash, stepped briskly in. He had to wait a few moments to be waited upon, and his gaze roved about the store. Suddenly his gaze rested upon a framed notice upon one of the walls, and he turned to the writer and exclaimed:

"Look at that sign, there! Read it! 'Positively no checks cashed.' Fine way for a business man to greet a customer. Why, that man is telling me in advance that he doubts my honesty! Perhaps he does, but is it going to do me any good to tell me about it in a bold sign flaunted on the wall? Why bring up the subject at all unless it arises? Will that sort of greeting get my trade? I should say not!" And he turned and left the store.

That dealer lost a potentially good customer through a thoughtless plan of saving himself a little extra trouble. A dealer must, of course, use discretion in cashing checks, and his rule of cashing "positively no checks" was very likely a wise one. But the number of persons who request this favor would probably be so small that he could wait and meet each request with a tactful statement of his rule and his reasons for maintaining this rule.

Granting that this particular customer was unreasonable in his attitude, the psychological reason for his anger is perfectly apparent. The implication in the sign is that there is a possibility of his cheating the proprietor of the store. Here is a merchant who does not trust him—he cries it from his wall.

Now, this is distinctly a case of creating store atmosphere, but atmosphere of a negative sort. This merchant is creating an impression of hostility in the minds of customers. Little things like this must be considered carefully for the effect upon customers. Everything the merchant does must be analyzed, particularly from

the all-important viewpoint of store atmosphere.

Let us take the question of store atmosphere in the positive sense. Here is a practical example of what we mean by it. The noonday concert idea serves the purpose of attracting persons to the store, but more important than this is the effect it creates on the visitor to the store. A beautiful concert, such as is the daily event with a number of talking machine merchants, gives a great deal of pleasure to its audience. The customers are thankful to the merchant for providing them with this music and consciously,

*It Is the Little Features of Service That Never Fail to Arouse Appreciation and Support of the Customer*

or subconsciously, put him down as a thoughtful merchant. The daily organ recitals at John Wanamaker's stores make those stores a pleasant place in which to shop.

The Ward chain of shoe stores in New York have caught the spirit of creating "store atmosphere." Here is an example of their method: They have observed that nine out of ten purchasers of shoes immediately go to a shoe shine parlor for a shine to get rid of that "new" look. Accordingly, they have installed a pair of chairs and dark-skinned "shine-em-ups," and as each customer receives his change he is politely informed that he may have the new shoes shined on the way out. The result is an appreciation of the thoughtfulness on the part of the merchant that cements the good will of the customer.

If the store should be located at the terminus of a suburban trolley line, the public should be made welcome to use the store as a waiting room. The music of the "talker" makes the store a pleasant place to wait for street cars.

Often sales will be made to suburbanites who are waiting for the trolley home and are reminded of records that they ought to take home. This waiting room should be made comfortable with a few easy chairs. This idea will pay dividends, both in extra sales and good will.

A fine example of what the writer means by store atmosphere may be found in the case of a Cleveland dealer who operates a concert ticket bureau for the convenience of his patrons. This dealer assigns one of his clerks to the management of the details, and this person keeps a record of all of the better type of musical entertainments and events that are to be held in the city. Posters and advertisements of each event are furnished to the store's bureau and are displayed prominently in the store, and tickets to the concerts are always on sale at the bureau a few days in advance.

In this way the general public in Cleveland has come to subconsciously associate this dealer's name with music. There is, of course, no charge made for this service, but one may be sure that there are ample profits accruing to the dealer in the form of good will, which, after all, is a very material form of profit. It is every bit as necessary to the permanent success of a retailer as anything he has in stock. A close association with the local musical profession has developed as a natural consequence of the activities of this bureau, and the public at large has come to recognize the store as a sort of clearing house for musical events. Consequently, the prestige of this particular dealer as a purveyor of a high standard of musical instruments has been greatly enhanced.

The type of dealer who believes that the little things that go to make up the proper store atmosphere are "too much bother" will profit greatly by considering the experiences of some of these dealers, who are making their customers feel their desire to serve them. The month of January is an excellent time for the dealer to start putting some of these principles into practice.

We cannot imagine a complete education of man without music. It is the gymnastic of the affections. In suitable connection with exercise, it is necessary to keep body and soul in health. —John Paul Richter.

THE TALKING MACHINE'S HELPMATE



## RIGHT PRICES

Prices are only right when the quality of the merchandise is maintained. To sacrifice quality in order to cut down the price is a poor policy.

Right prices on Nyacco albums are made possible through the immense facilities in our two big factories—the use of the most modern labor-saving machinery and the careful buying of raw materials.

Thus we are able to price Nyacco albums at exceptionally attractive figures and at the same time maintain the high quality that has made them known in all parts of the world.

*Shelves for NYACCO set for Victrola No. 80 now made in wood. Send for prices of complete set.*



The Only Loose-Leaf Record Album on the Market

Quotations and Prices on Request.

# New York Album & Card Co., Inc.

NEW YORK  
23-25 Lispenard St.

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

CHICAGO  
415-417 S. Jefferson St.



# Victor Supremacy

Victor supremacy is the natural reward of merit.

It is responsible for the success of every dealer in Victor products.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

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

## Victor Wholesalers

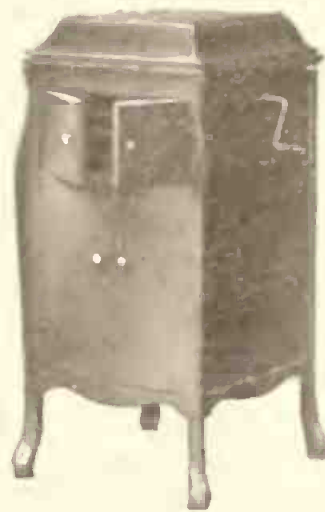
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|---|--|
| Albany, N. Y.....Gately-Haire Co., Inc.   | Milwaukee, Wis.....Badger Talking Machine Co.  |
| Atlanta, Ga.....Elyea Talking Machine Co.<br>Phillips & Crew Piano Co.                              | Minneapolis, Minn..Beckwith, O'Neill Co.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



Victrola IV, \$25  
Oak



Victrola VIII, \$50  
Oak



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



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

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



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



# The Question of Exchanging Records for Customers and Some of the Problems It Offers

The argument that the customer is always right is an old one in general commercial lines, but it is a question as to just how far that argument can be made to apply to the talking machine trade, particularly in the matter of record exchange. This question has been thrashed out time and time again at various meetings of dealers and, despite the resolutions pro and con, there has not been evolved any effective rule that will always work to the satisfaction of the dealer and the customer. It still remains the problem of the individual retailer.

Not long ago a man came into a talking machine store and, in the face of signs announcing that no records would be exchanged, demanded that the dealer take back two of five records he had bought, offering the very logical explanation that his daughter had already purchased those same records without his knowledge. The dealer forgot the rule and returned the price of the two records, after some slight argument.

On another occasion a woman came in to return a record of a musical comedy hit purchased by her little son. The excuse this time was that she wanted a vocal record of the number, which was "Sweet Lady," and did not care for the dance orchestra arrangement. The dealer gave her another record. An irate customer walked into a third store and declared that the expensive record he had bought was scratchy and faulty. The record had been tried out at the store and gave satisfaction, but on the owner's machine sounded poorly. An investigation showed the dealer at once that the record had been tried out with a badly worn needle. When he informed the customer of the fact he aroused further indignation. The result in this case was

a firm refusal to do any exchanging whatsoever.

Before a dealer can be condemned for making certain exchanges it is always well for the critic to understand the circumstances and decide what he would have done in a similar situation. Dealers have been known to exchange records when the customer had apparently no right to demand an exchange. It is simply a question of losing one record for the sake of selling many more to the same individual in the future. On other occasions dealers have held

## *The Difficulty in Maintaining a Hard and Fast "No Exchange" Rule in the Handling of Records*

closely to the no-exchange rule and have lost good business.

Just at the present time a good customer is one of the greatest treasures a dealer can desire and he is perfectly right in considering every angle of the question before he refuses definitely to hold fast to the "no exchange" rule. There are, of course, frauds perpetrated on the dealers in the matter of record exchanges that should

be, and generally are, nipped in the bud. The customer who habitually buys four or five records and then wants to have two or three of them exchanged in a week or so, for instance, is simply endeavoring to get the use of seven or eight records for the price of five.

In the case of popular songs, especially, the customer frequently finds that they become tiresome within a few days and fixes up a fairly good excuse to get them back into the hands of the dealer in exchange for new records. For the retailer who knows a little something of human nature and makes a study of his customers, however, the handling of this situation is more or less easy. He simply calls a halt and tells why. It is a simple matter to decide, because the business interest is negative. Even the perfectly honest individual who duplicates on record purchases can be cured by a little diplomatic argument from the dealer to find out first what is wanted and then to buy it. The customer who selects records by name only and does not have them tested can likewise be converted by being urged to hear each record bought and then enforcing the "no exchange" rule.

In the case of the casual exchange the retailer must judge for himself as to the status of the customer when it comes to a decision between sticking to a principle and offending a generous buyer. The "no-exchange" sign, however, in the last analysis is a mighty good thing to have around the store. There will be enough of people convinced by the sign to make it worth while, and it gives the dealer a very substantial argument to advance in cases where he does not want to capitulate until the last moment.



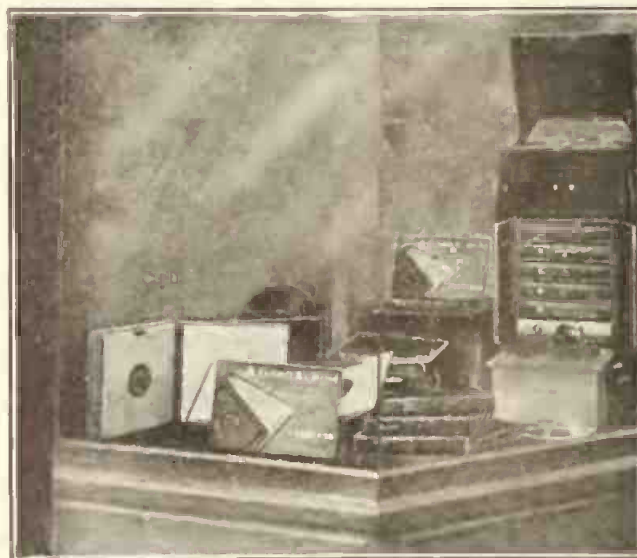
## Boost Record Sales

The large sales of instruments during the recent months mean a greatly increased market for records. Now is the time to develop the "home library of records" idea among your customers.

We have prepared a brilliant and colorful window show card which is free to all dealers for the asking.

Write Peerless for this card—sell albums now—pave the way for a steady, all-year record business.

*Write for Our Reduced Prices*



This show card and a good album window boost record sales.

Peerless albums are covered and bound with Interlaken cloth.

## Peerless Album Company

*Phil Ravis, Pres.*

636-638 Broadway

New York City

Boston Representative  
L. W. HOUGH, 20 Sudbury St.

San Francisco Representative  
WALTER S. GRAY CO., 942 Market St.





Victrola IV, \$25  
Oak



Victrola VI, \$35  
Mahogany or oak



Victrola VIII, \$50  
Oak



Victrola IX, \$75  
Mahogany or oak



Victrola No. 80, \$100  
Mahogany, oak or walnut



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

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## Victor Talking Machine Co.

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



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



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



Victrola No. 130, \$360  
Victrola No. 130, electric, \$415  
Mahogany or oak



# The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

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

**J. B. SPILLANE, Editor**

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

**L. M. ROBINSON, Advertising Manager**

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

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5242

Boston: JOHN H. WILSON, 324 Washington Street

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr.

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NEW YORK, FEBRUARY 15, 1922

## PUTTING "PEP" INTO SALES CAMPAIGN PLANS

WE wonder what would happen were talking machine merchants to exercise the same amount of initiative and enterprise during the Spring months that they do around the Holiday season. During December it is customary to inaugurate lively advertising campaigns, to arrange stores in a very attractive manner and to dress the windows in a fashion to interest the passing public—to concertize—to circularize—all with the object of developing sales of talking machines, records and other musical accessories. The question arises: Why shouldn't advertising, store arrangement, window display and other business-building means have the same appeal in March as in December? We believe they would be just as resultful. Custom or tradition, however, has made it habitual to slow up for a couple of months after the New Year, with the result that little is done to develop trade. The attitude generally is to find fault with inventory and assume a bilious, despondent viewpoint.

We are largely victims of habit in the matter of merchandising, as in everything else, and it would be a good thing to get away from a bad habit and usher in the Spring of 1922 in a vigorous and successful way by demonstrating that the high-pressure system of developing sales, so customary around the Holiday season, may be practiced with success at any time of the year.

During the Summer months a few years ago one of the leading music houses of the country determined to test out the old shibboleth that everybody takes a vacation in the Summertime and that people do not buy. This concern carried on an active advertising campaign in the daily papers to stimulate sales, with the idea that business may be had if sought, and the result was simply as amazing as it was heartening—it showed a volume of business for two Summer months equal to any two months of the year.

Now what this house did in the Summertime could be done more satisfactorily in the Spring months, because in March, April and May people have not yet got used to outdoor pleasures—they are more content to stay in the house and hear the best in music through the medium of the latest records, which, of course, is a factor in the development of sales.

The point we wish to emphasize is that it is not wise to ring down the curtain on business activity during the post-holiday period. It is a time for real action—a time for developing 100 per cent ideas in the way of sales promotion. Nineteen twenty-two can be made a

great year in the talking machine field if we discard the "glooms" and reason out that business can be had by seeking it—not along the lines of slaughtering prices, but by an educational "contact" campaign for real music in the home through the greatest musical factor in the world—the talking machine.

## THE PROBLEM OF THE "GYP" DEALER

THE "gyp" dealer who has been abroad in the land for many years is at the present time causing considerable disturbance in the talking machine trade in the larger cities because of the increase in his activities. Legitimate dealers as individuals, and through various associations, have endeavored to eliminate the "gyp" dealer, or at least reduce the volume of his business, but have found out that he is a thick-skinned person who is not discouraged by condemnation or drastic association resolutions. There is only one way to get him, and that is by means of the law, when it can be made to apply, coupled with plentiful publicity regarding his methods.

Dealers who are earnest in their endeavors to eliminate the "gyp" find some measure of comfort in the attitude of certain newspapers, which scrutinize their classified advertising columns and are particularly careful regarding the statements therein, and will find very frequently that if such newspapers are put in possession of the facts concerning the operations of the "gypts," who utilize their columns under various pretenses and aliases, that co-operation will be given in exposing the work of the "gypts" and warning the public against them.

What can be done along this line is well indicated in the case of the Bronx Home News, with a circulation of over 100,000, which does not hesitate to throw the light on the operations of individual "gyp" dealers whenever the facts can be obtained. The newspaper has its own investigator, who has been particularly active recently in making things unpleasant for those who advertise "\$350 talking machine, Victrola style, \$95," or similar offers. On several occasions recently this paper has given a column of space or more to exposing the tactics of this or that "gyp," presenting the facts so fully that only a person absolutely lacking in intelligence would fall for the game.

There are no doubt other newspapers which, like the Home News, are interested in protecting their readers and would be willing to expose the activities of "gyp" dealers in their columns if accredited members of local talking machine dealer associations would investigate easily recognizable ads of the "gypts" and furnish the newspapers with the facts of the case. It takes patience and ability to get the confidence of the "gyp" and learn the name of the machine—it is always new—and where manufactured, and to check up the "gyp's" story of the reason for making the "sacrifice." It can be done, however, and with particular success, if the investigation is conducted by a woman.

In view of the great number of comparatively unknown machines that have been dumped on the market during the past few months, at practically any price that will insure some cash return to the manufacturer, the "gyp" dealer has found it possible to "sacrifice" big machines at a price to tempt the ignorant buyer and still make several hundred per cent profit. The answer to the question is not that of cutting off supplies, for this has already proven to be a hopeless task. The remedy lies in securing the honest co-operation of newspapers in presenting so many facts regarding various "gypts" that even the most ignorant of the public will be convinced that the proper place to buy a talking machine is in a regular store.

## RECORD POLICY AFFECTS PUBLIC FAVORABLY

THE decrease in the price of various lines of talking machine records announced during the week of January 16, and which served to bring the list prices of the popular series of ten or twelve-inch records back to the pre-war figures of 75 cents and \$1.25 respectively, has been received with considerable enthusiasm by record dealers generally, who have already experienced a sufficient increase in record business to indicate that the reduction made a definite appeal to the public.

The reduction of the price of Victor Black Label records from \$1.35 to \$1.25 for the twelve-inch and 85 cents to 75 cents for the ten-inch was formally announced to the public through the newspapers on the morning of January 18, and immediately various other companies made similar reductions in list prices. The fact that present lists prices are, in most cases, the same as they were in 1914, if properly presented to the buying public, should serve immediately



to overcome any hesitancy about buying in the belief that lower-priced levels will be reached.

A great many retailers were quick to take advantage of the reduction by emphasizing the fact through the medium of newspaper advertisements and special announcements in their show windows and stores. Coming at a time when special sale advertising is the rule rather than the exception, the announcements of the reduced prices of records appeared to hit the public right. At least the record buying has been stimulated materially, it is reported, which was the main idea.

#### LEGISLATION ON PRICE MAINTENANCE NEEDED

THE decision of the United States Supreme Court in the Beechnut case recently, which has been widely commented upon in both the daily and the trade press, emphasizes most emphatically the genuine necessity of having passed some sort of national legislation to legalize the maintenance of retail prices on trade-marked articles, not alone for the protection of the name of the product and of the reputation of the name of the manufacturer, but also for the purpose of giving manufacturers who desire to keep their products on a high level some definite basis upon which to operate in protecting their interests.

There have been so many decisions regarding the right of manufacturers in relation to the maintenance of prices that there exists much confusion in the minds, even of skilled attorneys, as to what may or may not be done by the manufacturer to preserve the dignity of his name-right and to keep his product from being made the plaything of the cut-price artist. There is no question but that a broad decision such as that handed down in the Beechnut case, taking from the manufacturer, apparently, many of the rights which he believed he was entitled to under the common law, if under no other authority, has had, and will have, a bad effect upon business by encouraging those who have refrained from price-cutting through fear to take a chance along that line.

Price maintenance is not calculated to place additional burdens on the public and act as a cloak for squeezing out excessive profits, for any law that may be enacted can be easily framed to prevent such abuses. What price maintenance will do, however, is to fix a

definite standard of price and value in the mind of the consumer and prevent the professional price-cutter from prostituting that standard for the purpose of attracting trade to which other unmarked products of unknown value can be sold. It is a known fact that the big price-cutters do not shave profits for their love of the public, but simply use trade-marked goods as bait to push the sale of inferior products bringing larger profits and bearing their own marks or names.

If there is no protection afforded the manufacturer of a trade-marked article in the matter of maintaining the status of that article before the public, then the trade-mark law loses much of its value. If any move that the manufacturer makes to protect himself is to be construed as a violation of the Anti-Trust Law, then there must be some law enacted that will guarantee to him definite rights which he is at present apparently denied. The simplest move along this line would be the drafting and passing of a price-maintenance measure definitely setting forth to what extent the manufacturer may go in guarding his trade-mark rights.

There is at present before Congress the Stephens-Kelly bill, designed to protect the manufacturer in the good will established for his trade-marked articles and protecting the public against deception. This bill is the latest development of similar measures that have been introduced at recent sessions of Congress, but have died without being made into laws. The better element of the talking machine trade has been persistent in its endorsement of these various measures looking toward price maintenance, and in view of the situation brought about by the decision in the Beechnut case, and in other cases of like character, support for the Stephens-Kelly bill should be stronger and more emphatic than ever, for it offers the quickest road to protection of industry.

The manufacturer and marketer of trade-marked articles of recognized standing and reputation is just now in a desperate position. Every move he makes for his own protection seems to put him deeper into the toils of the law. There can be no longer any delay in the work of establishing legislation that will grant him legal protection upon which he can rely without himself running afoul of the statutes and facing prosecution for guarding his own interests.

## SOME VALENTINE!



"Desire to Serve  
plus Ability"

Dear Sir:-

After the Christmas rush and while we are taking our little breathing spell - we wish to thank you very, very much for the very fine manner in which you took care of us during the past few weeks.

Pearsall Service is all and more any dealer could wish for. We again wish to thank you - "Some Service"

Ask any Pearsall Dealer—he will tell you

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



# Getting Out of the Beaten Path in Making the Effective Selling Appeal :: By W. B. Stoddard

A music store in San Diego, Cal., attracted wide attention to its instruments recently by displaying a talking machine in its window with a long card on which in bold letters was printed: "This Phonograph for a Penny To-day." It brought everybody to a halt—and then they read, in smaller letters, "Two cents to-morrow; four the next day; eight the next day; and so on for fifteen days, and the instrument is yours." It was seen to be an exceptionally fine instrument, so even the balance of the ad seemed to intimate that it would be sold for a ridiculously small sum. This caused many people to stop in to make inquiries, and the polite salesmen assured them that it was correct, and asked them to do a little figuring. When they had done this they ascertained that the price of the talking machine would amount to \$327. They also learned that the machine could be purchased on monthly payments as well as on the fifteen-day price. The novel sign set everybody to talking and gave wide publicity to that particular machine, while all who stopped to read and admire could not help seeing the line of new records displayed in racks close to the window pane, and thus had the need of some new records brought forcibly to mind.

#### A Collection Idea Worth Noting

At the beginning of the year all dealers like to start with a clean slate, and it is sometimes quite a problem to collect the bills without offending delinquents. A jeweler in San Francisco successfully solved it by having some special letter-heads printed. They contained at the top a drawing of several heads of birds, featuring prominently their various sized bills—the long bill of the stork, the broad one of the pelican,

the short one of the owl, the little one of the baby chick, etc. The letter itself was designed to prompt the recipient to an immediate response without in any way giving offense. This letter read:

"Dear Sir: For some reason or other, possibly because our products were once trees, our store has developed into a nesting place for bills. I find upon investigation that we have a number of Little Bills, Big Bills, New Bills, Long Bills, Short Bills, Old Bills and Young Bills.

"These bills apparently have just naturally accumulated, and while they do not represent anything to actually worry about, I feel they should all be attended to before they all get to be Old Bills.

"One of these bills—a small one—is yours.

"Will you kindly send us a few new bills for this old one? Yours very truly."

#### Selling Records by Telephone

The public of Los Angeles was recently notified through the local newspapers that if it wished to hear any of the new records—or old ones, either, for that matter—all it had to do was to telephone Hamburger's and call for 14925. The record might then be ordered or not—the service was entirely complimentary. The response was immediate, almost overwhelming. In the first week seventy-five records were sold through this booth alone. "We shall continue it indefinitely," said the manager, "as it is more satisfactory, if anything, than selling over the counter. A new class of patrons has also been developed by this method—invalids, who find it impossible to go to the store. A letter received from the nurse of a wealthy shut-in, voicing her appreciation, was so good that they used it as an ad,

omitting the name of the lady, who did not desire any notoriety:

"Your idea of playing records over the telephone has proved an undreamed-of diversion to my patient. Her talking machine is her chief joy. Yet she is personally unable to go to the store and until now has had to depend upon others to select her music. To choose for herself is a rare delight, and she thanks you most enthusiastically."

The reading of this letter almost doubled the telephone requests, since patrons discovered it was "the thing" among the wealthy and cultured classes to select their records in this manner.

#### Department Store Rents Records

The Blanchfield Mercantile Co. for over a year has been adding materially to the sales of slow-moving records by keeping a standing one-inch want ad in the columns of the local papers. This ad reads:

FOR RENT—Phonograph records of the following makes: Edison, Victrola and Columbia. Selections from a large assortment. Fifty cents for four records a month. Four, for one-half the price of one. Good music at a very small cost. BLANCHFIELD MERCANTILE CO.

It is necessary for the customers interested to visit the store, as no deliveries of rented records are made. When they make their payment of fifty cents they get a card and one record, the number and title of which, with the date, are entered on the card. They can take only one record at a time, and this must be returned within a week, which is the limit any record can be kept; while the fourth record must be returned at the close of thirty days. They merely present their card each time. They can take out two, three or more cards in case they wish to have more than one record at a time, as many of them do. The selection must be made from the rental file. In this room there is an alphabetical list of records in rental stock for each make of record. While many of the records are slow-goers or overstock, the lot is made interesting by the addition from time to time of new and popular selections. In addition to securing revenue from the old records, this plan helps to sell new ones each month, for a bulletin of the new arrivals is placed where the rental patrons cannot miss it, and they often add a purchase to their rental. At any rate, it means a steady stream of visitors coming into the store, all of whom have a chance to observe several makes of talking machines, and hundreds of records.

#### RECORDS FOR MUSICAL TALENT TEST

Specially Prepared Records Are Used in Schools for Classifying Talent of Pupils

Tests for the measurement of musical talent were given to seventy students in the Summer session of the University of Wisconsin. Five faculties are measured by the tests: (1) The sense of pitch, which is the ability to discriminate between higher and lower tones; (2) the sense of time, or rhythm; (3) the sense of time, which is the ability to tell that which is more pleasing and that which is less pleasing; (4) the sense of intensity, and (5) the musical memory, or the number of tones that can be remembered from a single hearing. The tests are given by means of talking machine records prepared for this purpose. They are used in many public schools as a quick method of classifying pupils.

C. A. Severs, manager of the Blue Bird Shop, Elkhart, Ind., is planning to purchase the talker business of E. L. Burch, of South Bend.

## SEND FOR YOUR SAMPLE TO-DAY



#### Mr. Victor Retailer—

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

We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush.

*YOUR ad inserted without extra charge.*

### KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

*Victor Wholesalers*

New York City

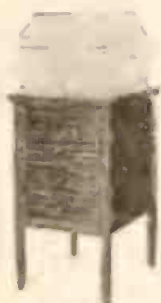




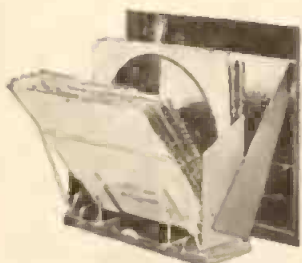
**CLIP OUT**  
*pin to your business letter-head and mail to*  
 The Globe-Wernicke Co., Cincinnati, Ohio:  
 I would like to know something more about your cabinet to hold surplus records. Please send me further information.  
 T. W. 2



A beautiful cabinet accommodating 150 records. Suitable for use with the very best machines.



A practical, durable, accessible cabinet for 100 records. Can be used with or without machine.



The patented Brown filing equipment is in every Globe-Wernicke cabinet. It is the most convenient.

## This coupon offers the value of 40 years' experience

**O**UR constant study, the observation of over 4,000 dealers, is at your service. Every Globe-Wernicke dealer may enjoy that support.

We believe there never was a more propitious time to sell record cabinets. In the last three years the sale of phonographs has been phenomenal. Families everywhere have removed music from the luxury class and included it firmly in their budgets. They are buying records *regularly*.

We ask you where this steady accumulation of records goes in the home?

A neat piece of furniture known as the Brown Disc Record Cabinet will keep a living-room tidy. It makes room for other records you'll sell. It fills a need that is unfilled.

This Globe-Wernicke cabinet is made for the convenience of men, women and children. Its filing device is extremely simple and successful. People appreciate it.

Clip out the coupon above. It will bring you interesting detail on the various styles of Brown Disc Record Cabinets and their prices. It means new sales for you! Immediate sales for you!

*Makers of Sectional Bookcases, Filing Cabinets in Wood and Steel, Office Furniture, Steel Safes, Stationers' Supplies, Filing Cabinet Supplies and Disc Record Cabinets*

**The Globe-Wernicke Co.**  
 CINCINNATI



**DEMONSTRATIONLESS RECORD SALES**

Frederic Tietz, Jr., Advocates Selling Records Without Demonstrations

Frederic Tietz, Jr., a successful talking machine dealer of Albany, N. Y., has built his business through the use of many original merchandising ideas. Mr. Tietz, who is planning a trip abroad in the near future, in a communication to *The World* makes the following interesting comments regarding the successful merchandising of records:

"I do not believe in the selling of records that it is necessary to play them, but that it is very unnecessary.

"It is the biggest waste of time and selling cost in the entire business.

"It costs more to sell a record (for the dealer) than it does to make it.

"The profits on records do not allow for costly demonstrations.

"Playing records does not sell them, but many times spoils the sale.

"Records play only fifty to a hundred tunes (decently). Why give away any of these tunes?

"Why should every Tom, Dick and Harry hear a Caruso record free? It is not appreciated because it is free.

"The real buyer of Caruso would prefer it sealed up and get all of the tunes for which he pays but does not get with the free-music-for-all plan.

"Some very fine records should have been held at \$50 each; others as low as 50 cents.

"The masses will never like high-class music because it is cheap."

Some dealers state that they could not sell any records under this plan. Mr. Tietz's reply is that:

"A Victrola owner must buy records.

"The large mail-order houses sell millions without the costly playing plan.

"Advertise, make them want it, and then selling is easy."

**A CLEVERLY CONCEIVED WINDOW**

Daynes-Beebe Music Co. Features Sonora Phonographs in Very Artistic Window Display Symbolical of the New Year

SALT LAKE CITY, UTAH, February 4.—One of the most attractive window displays seen in this city in a long time was that of the Daynes-Beebe Music Co., in which the Sonora phonograph was featured and the spirit of the new year was typified. As can be seen by a glance at the illustration, the layout of the window was not only clever, but tasteful as well, and the manner in which the Sonora machines were fea-



Daynes-Beebe Co.'s Artistic Window tured was both dignified and appealing. The window aroused considerable comment and many passers-by stopped to view the display.

The Daynes-Beebe Music Co. is the largest music house in the city and one of the largest in the State. The optimism of this aggressive concern toward the future is reflected in a vigorous campaign for business which is bound to result in a fair volume of sales. The establishment itself is a model of its kind and many modern improvements are in use to provide the maximum of efficiency in service to customers.

People who parade their virtues seldom lead the procession in this or any other trade.

**PROBLEM OF OPENING A NEW STORE**

Analysis of Conditions to Determine Chances of Success in New Location Before Opening Establishment Is a Wise Precaution

The merchant who contemplates moving his establishment or opening a branch store has many things to consider. Before going to the expense of opening a new store and stocking it with a quantity of expensive merchandise he should analyze conditions in the territory to which he is moving as accurately as possible. An accurate survey of the class of people which his store will attract and conditions in the neighborhood, such as the buying power of members of the community, will illuminate to a considerable degree the chances of success. Many a business has failed dismally because the proprietor had too high or too low ideals for the community which he was seeking to serve.

The opening of a new store in a different community offers many more difficulties than the opening of a branch store in another part of the city wherein the headquarters, or main store, is located. Before a merchant can even make a rough approximation of his chances for success he must take into consideration the various expenses and problems which he will be required to meet, such as rate of insurance in that locality, tax rate, local advertising rates, wage rates for help, the practices of other business enterprises in that vicinity and whether or not they co-operate or fight each other through the practice of destructive price cutting; the number of people passing the store location, etc. This latter is very important. It is reasonable to assume that if the establishment is located on a side street where few people pass business volume will be less than in the more frequented thoroughfares.

There's a tonic for business in the news that hundreds of thousands more men are at work in the United States.

## Collings & Co. And You

"Collings Service" means little to a Victor dealer outside of New Jersey and Northeastern Pennsylvania.

But in this territory, to which it is confined, "Collings Service" means to Victor Dealers everything that close convenience, skill and ample resources in Victor Merchandising can afford.

*"Buy Where You Sell."*

*"Collings Covers Your Wants."*

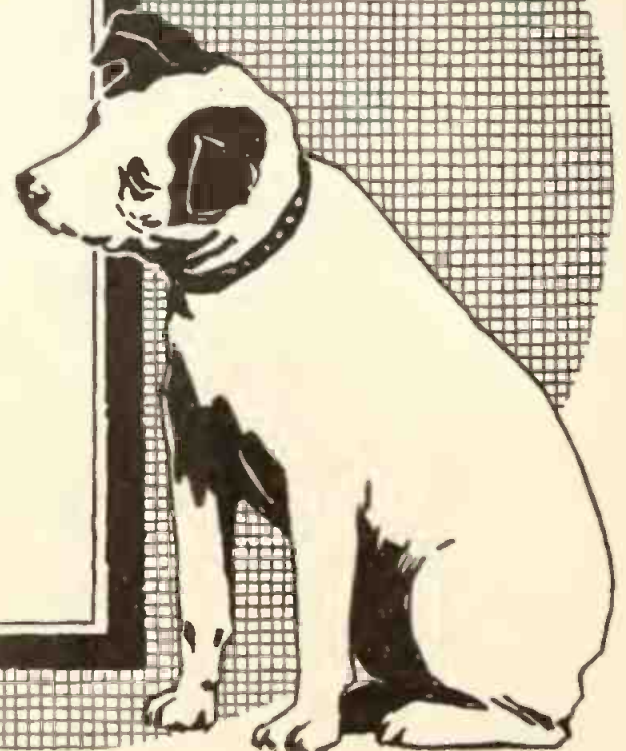
### COLLINGS & COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.





**ENTERTAIN 15,000 WIRELESS FANS**

Van and Schenck, Columbia Artists, and Distinguished Stars From Ziegfeld Follies, Sing and Play for Detroit News Radio Family

DETROIT, MICH., February 6.—The local branch of the Columbia Graphophone Co. has been instrumental in placing in the hands of the Detroit News wireless station all new Columbia releases. Quite recently Van and Schenck, Columbia artists, and stars in the Ziegfeld Follies, entertained approximately 15,000 wireless fans in the Detroit region.

After Van and Schenck sang their way through nine musical numbers Monday night, an enthusiastic listener phoned the radio department of the Detroit News, praised the production and asked for more. Almost on his heels came a number of other radio calls for encore after encore.

The singers were requested to present themselves to the radio audience, and the introduction was given by Gus Van, whose modesty neglected to mention names until the close of the program.

The program was opened with "Yoo-Hoo," the latest song hit of the partners. Following in rapid succession were character songs and a minstrel bit of jazz, "I've Got the Joys."

By telephone request from one who had heard Mr. Schenck's phonograph records, he sang "Sally, Won't You Come Back to Our Alley," taking the falsetto notes in the clear and bell-like tones that characterize his singing. Mr. Van followed with a laughable imitation of Bert Williams singing "Who's Been Aroun'?" The program closed with the comic, "Ain't Nature Grand," sung as a duet, and the "Wabash Blues" was given as an encore.

The operator at the wireless station gives a full history of the record before playing it, stating what kind of a record it is, the composer and the number.

The Detroit branch has been co-operating to the fullest possible extent with the Detroit News wireless station. Records are sent over on memorandum and as new releases are sent over the others are brought back.

Through the courtesy of a friend, Mr. Gardiner, manager of the Detroit branch, and Mrs. Gardiner had listened in and heard many Columbia records played.

**EMBODIES CONSTRUCTIVE IDEA**

Knickerbocker Talking Machine Co. Uses Report of Babson Service to Good Purpose

In a communication sent by the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, to its dealers, a recent statistical report from the Babson Service is quoted. "During the year 1922 we believe the best business in the United States will prevail in New England, New York, New Jersey, eastern Pennsylvania and a few other well-selected localities. During the next year or so the efficient concern should find conditions better, the inefficient will find them worse." This encouraging statement is of particular interest to the dealers using Knickerbocker service, as it affects their particular territory. Abram Davega, president of the company, has followed this statement with a series of excellent suggestions to the dealer for increasing business during 1922.

**MOVING TO NEW QUARTERS**

The Bertha Rosamond Music Store, which has been located in the general merchandise establishment of Yoder & Rosamond in Haddam, Kans., will, on February 1, move to the new, spacious brick store next to the post-office, the present quarters having been outgrown. It is the intention to add a line of pianos later on. Since the foundation of this business nearly two years ago, a very remarkable business has been built up in talking machines.

The tired business man should be retired.

**GETS BIG WELCOME IN OKLAHOMA**

Eight Famous Victor Artists Attract Crowded House in Oklahoma City—Entertained by Messrs. W. B. Gratigny and P. A. Ware

OKLAHOMA CITY, OKLA., February 2.—The tour of the Eight Famous Victor Artists through this State was a tremendous success. They were greeted like long-lost brothers. They have become so widely known through their records that the people flocked to hear and see them in large numbers. When they visited this city on January 7 they faced a house crowded to the doors, which included more than fifty enthusiastic Victor dealers and employes from Central Oklahoma, who were the guests of the Oklahoma Talking Machine Co., the new Victor distributor for Oklahoma. The Victor delegation in the audience was identified by white badges inscribed: "With the Victor in Oklahoma," and the artists recognized them by wearing similar badges.

Prior to the concert, W. B. Gratigny, president, and P. A. Ware, sales manager, of the

Oklahoma Talking Machine Co., entertained the artists at luncheon, which was a delightfully informal affair. The visit of the octet of famous artists to this city was certainly an event which will long be remembered with pleasure.

**LANDAU'S NEW WILKES-BARRE HOME**

Attractive New Structure Practically Completed—Will Move in on April 1

WILKES-BARRE, PA., February 7.—Landau's Victrola and musical instrument business, which is now located at 70 South Main street, has practically completed the construction of its attractive new home at 34 South Main street, this city, which it will occupy on April 1. The new structure is three stories in height and will be known as Landau's Building. Spacious display rooms and windows and one of the best locations in the city are indicative of a bright future for the local branch. This concern operates stores in a number of Pennsylvania cities, including Pittston, Hazleton and Philadelphia. Victor talking machines and records are featured.

**"PLAYON"**  
*Repeats the Record Automatically*

**CONTINUOUS PHONOGRAPH PLAYER, INC.**  
ROOM 705, KEITH'S THEATRE BUILDING  
1116 CHESTNUT STREET  
PHILADELPHIA, PA.      December 16, 1921.

Note this!

The Tonepen Co.,  
217 Center St.,  
New York, N.Y.

Gentlemen: Kindly rush us at once fifty cards of the Tonepen needle. Enclosed please find check for \$4.00 to cover cost of same. If this is not sufficient we will send difference on receipt of invoice.

We have just perfected a new invention, an automatic repeater for talking machines, and have tried every needle on the market with this invention to find one that will play for the longest time and still retain the proper tone. We played some of your needles for a continuous period of four hours and they are still playing and the tone is still the best.

**"—positively the best needle on the market"**

Each Tonepen is good for about 100 records. The same Tonepen plays loud or soft; simply turn it in the reproducer.

*Write today for attractive dealer offer and fifty free sample cards*

**THE TONEPEN CO.**

**217A Center Street      New York City**





# How This Popular New Idea Brings Customers Into Your Store - and Pays You Big Profits -

Keep the Store Crowded! Walter Camp's "DAILY DOZEN" Exercises on Phonograph Records Prove Fastest Selling Record Proposition on Market.

THE famous "Daily Dozen" Exercises, set to music on phonograph records, are creating a tremendous demand everywhere, and are proving a sensational sales success for dealers.

Quick profits are assured—one sale brings another, the purchaser acting as the demonstrator to his friends who show a quick interest in the new idea.

Dealers the country over are receiving the benefit of our national advertising. During the war the "Daily Dozen" Exercises were adopted by the U. S. Army and Navy. They were featured in the leading magazines, such as Collier's, Physical Culture, American, Woman's

Home Companion, American Boy, Red Cross and many others. Now the "Daily Dozen" are set to music on phonograph records, with the commands and instructions given in a clear voice.

These Health Builder Records are sold in sets, each set comprising five 10-inch double-disc records with twelve charts containing 60 real photographs and a booklet of instruction written by Walter Camp—the whole course enclosed in a beautiful black and gold album.

Sales everywhere are going big—and the indications are they will go even bigger. The Health Builder Sets are in demand the country over, our National Advertising Campaign proving a tremendous success, one ad alone resulting in direct sales aggregating \$5,000—another ad resulting in \$9,000 in sales.

The movement is sweeping the country! People everywhere are showing a lively interest in this new idea of building up health and pep by ten minutes' fun a day. Window demonstrations and displays of the Health Builder System attract wide attention.

## Be the First Dealer in Your Locality

The Health Builder System is the quickest-selling, most profitable phonograph record proposition on the market. Its success is proven. Mail the coupon today for sample 10-inch record, with chart and full particulars of our special offer. We will tell you all about this profitable movement that crowds shops everywhere. All co-operation to boost sales freely given. Send the coupon now for sample outfit. There is no obligation.

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

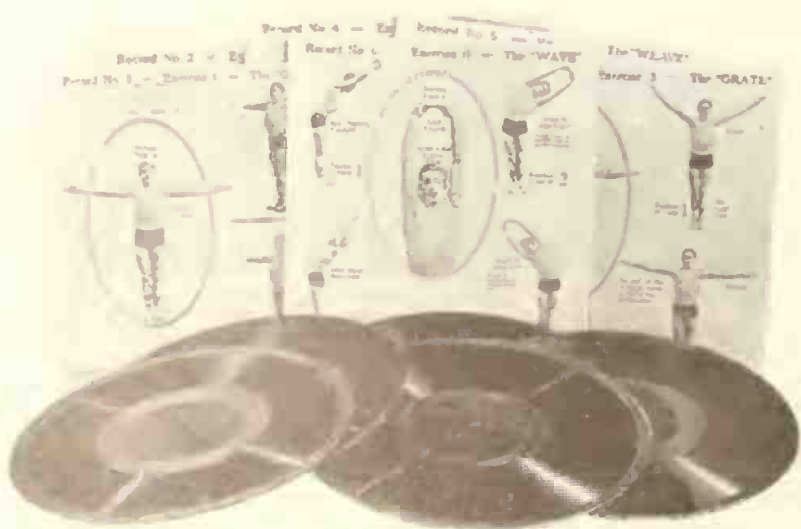
A. W. CHAMBERLAIN,  
New England Factory Representative,  
26 Broad Street, Boston, Mass.

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

Please send me, prepaid, one 10-inch double-disc HEALTH BUILDER Record, carrying four of Walter Camp's "Daily Dozen," with four charts—and your special proposition to dealers. I have the privilege of returning this outfit.

Name .....

Address .....





# The Importance of Proper Executive Supervision in the Developing of Salesmanship

At the close of an old year or the opening of a new one, business men often are to be found in a teachable mood. They realize the many sins of commission and of omission which have been justly laid to their charge during the twelve months gone by, and they are ready in most cases to think about reform. Here, then, is something to be thought about by gentlemen who are in such a chastened and generally admirable mood, following inventory.

## "Pep" and Practice

There has been an enormous amount of writing, speaking and thinking about "salesmanship" during the last year, especially since business has been depressed. At the beginning of 1921 the grand cry was "More Pep." All would be well, it was freely said, if only the salesmen would buck up and fight harder. For a month or two, words of this sort managed to soothe or to encourage. Doubtless they had their value, but they did not last very long. It was soon found that salesmen were working as hard as they thought themselves capable of working, and were decidedly impatient of schemes for making them work harder, especially when very little difference appeared after all. It soon became evident that what was wanted was less noise and more thought. But since thinking is to most persons a very painful process, we shall here try to do some of it for the benefit of those who do not care to make the attempt for themselves. Our text is especially directed, not towards salesmen, but towards their bosses.

## Words and Things

And what we would say is this: Salesmanship is a nice word which, like charity, covereth a multitude of sins. But unhappily there appears to be an incurable tendency on the part of the human mind to confuse words with things and to suppose that, because a given word is convenient, expressive and in common use, it necessarily corresponds with some tangible concept. Now of course this is all wrong. We have come, to take our present example concretely, to group certain widely scattered notions about thoughts, processes and activities directed along certain lines under a classification, to which we have applied a word as a name. We have applied in this case the word "Salesmanship." Having done this, we sup-

pose that we have erected a sort of geomancy around our selling activities and that it is only necessary to master some incantations called "rules of salesmanship" to find ourselves in the seller's heaven, where overhead does not exist, prices are always high, costs always low, and cash the invariable rule.

As a matter of fact, nevertheless, no one has ever yet attained to this state of commercial bliss by mastering any "rules of salesmanship," simply because that sort of work cannot be reduced to rules. Salesmanship in the concrete is a matter of hard work, honesty, knowing the

*It Frequently Happens That Faulty Executive Guidance Is Responsible for Disappointing Sales Results*

goods and obtaining the confidence of the buyers. If a salesman can obtain the buyer's confidence, by knowing his goods and talking honestly about them, then, barring any personal defects of a specially intractable kind, he is a good salesman and can sell talking machines, records, or other goods if anyone can.

## The Basic Factor

But who is to see that salesmen work hard, talk honestly and know the goods? When all the rules have been digested, all the courses assimilated, all the conferences held, the final fact remains that hard work, by an honest man who knows his goods and can gain the buyer's confidence, is the basic factor in the entire progress. And how can the salesman be led to work hard, to be honest, to study and know his goods, and to work to obtain the confidence of the buyer, if the executive, the man at the head, the boss himself, does not first set a good

example, and then make it his personal business to see that the same is followed by his subordinates?

## Bringing It Home

This is bringing it home, indeed, and we intend just that. The fact is, as anyone can see for himself by personal investigation, that as a business grows there is more and more a tendency towards opening a gap between the heads and the manufacturing, accounting and sales forces. Of course, as a business increases in magnitude, the executive must be charged less and less with details. He must have more time to think, to plan, to consider the application of the principles (if he has any) on which the business is conducted. But the selling of his goods is the aim and end of his business. It is for that his business was organized in the first place. It is for that the goods are manufactured. It is for that the elaborate departments of accounting, credits and collections are organized and sustained. In a word, the blood of the business is derived from its sales department. Accordingly, the duty of the executive is especially to nourish and sustain that department. The details of the accounting, of the credits and (in a healthy business) of the production, are rightly left to the work of the various minor executives charged with those departments; but no president ought to leave to a sales manager the direction of sales policy. That is an axiom.

## The Personal Touch

The executive who has got into the habit of imagining that he can safely neglect his sales department, to any degree whatsoever, is almost sure to find himself imagining also (if and when he can be brought to an analytical state of mind) that if his salesmen only understand "salesmanship" better all will be well. But this is to rest one's confidence on a fallacy. In order to apply the rules of any system of salesmanship to one's own business, one must be ready as well as able to give one's time and attention personally to training, encouraging, directing the sales work. Here, though nowhere else, the president of a large corporation can best be his own departmental manager. It is necessary to success.

(Continued on page 18)



TELEPHONE NUMBER  
FITZROY 3271-3272-3273



## "Hitch Your Wagon to a Star"

was a suggestion we gave some time ago to the Victor retailers. We believe that the Victor retailer that put all his energy, capital, space and advertising into featuring Victor merchandise during the past year was well repaid.

We prophesy that the wisdom of this maxim will be more and more apparent as the year progresses.

# ORMES, Inc.

Wholesale Exclusively

15 West 37th Street

New York



# "Say It With Music"<sup>99</sup> A New Record-Selling Idea!

"Say It With Flowers" is a slogan which has increased the daily sales of hundreds of florists.

"Say It With Music" is going to increase every Dealer's sales of Columbia Records. This new "Gift Record" idea will sell records to an entirely new market, and the stronger the support it receives from all Columbia Dealers, the bigger results it will get.

Think how wonderfully *personal* the gift of a record can be! Where other gifts are mute, heart may speak to heart in an old song of tender meaning.

Think of all the holidays there are during the year—for every one there are certain types of music which make particularly appropriate and acceptable gifts. Remember that every day in the year is the birthday or wedding anniversary of thousands of people—soon you will realize the amount of new business that can be secured by telling your customers to "Say It With Music."

"Say It With Music" will lead people who do not own phonographs to purchase records as gifts for friends who do. It will bring them into your store, where you will have an opportunity to interest them in your phonographs.

Here is a fine "Plus Record" selling help, too. "Say It With Music" will enable you to draw the attention of your regular customers to the attractiveness of records as gifts. Every recipient of a gift becomes a good prospect, and both parties to the gift are excellent "repeat" customers.

All phonograph dealers, jobbers and manufacturers can profit by supporting this new record-selling plan.

The Columbia Graphophone Company has believed in the possibilities of this plan from the very beginning. The first Columbia Record Gift Envelopes which were introduced over a year ago gave Columbia Dealers a practical means of merchandising Gift Records. They add the final touch of atmosphere to an ideal gift.





# <sup>bb</sup>When Words Fail~ Send a Columbia Record<sup>99</sup>

February has THREE special events —the birthdays of Lincoln and Washington, for which a Columbia Patriotic Record makes an appropriate gift, and St. Valentine's Day, which kindles a warm glow in the heart of many a lad and lassie.

St. Patrick's Day, March 17, with Ireland's recently acquired freedom, will be celebrated more enthusiastically than ever.

Then there are Memorial Day, May 30, and Independence Day, July 4, when suitable favors and remembrances are purchased.

During the summer, when week-end vacation visits are the thing, a few new dance records make a delightful gift that adds zest to the parties.

### Practical Columbia Support

So that all Columbia Dealers may contribute their efforts to make this new plan a success and reap early profits, we are furnishing free, as illustrated, a beautiful pastel display card.

This will serve as permanent Gift Record advertising. It may be used for all the different holidays, and in between times for occasions which are not seasonal.

Columbia Dealers who subscribe to the display service will receive their poster with the March Display. Others may secure copies free upon application to their regular Columbia Distributing Branch.

Get your free poster and an assortment of Record Gift Envelopes now and help accomplish the purpose of the slogan "Say It With Music" by creating another slogan, "When Words Fail —Send a Columbia Record."

COLUMBIA GRAPHOPHONE CO., New York



Weddings, Engagements,  
Anniversary

Week-End

Christmas



<sup>bb</sup>When Words Fail~  
Send a Columbia Record<sup>99</sup>

They reflect originality radiate happiness convey appropriate sentiments — make permanent gifts —

There are Columbia Records to suit every occasion. Send your selection in this typical gift envelope. It adds the final touch to a most acceptable gift —

Special Envelopes for:  
BIRTHDAYS  
ENGAGEMENTS  
ANNIVERSARIES  
WEEK-END VISITS



## The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

### Price Reductions

## 35% to 40%

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

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

We guarantee satisfactory Albums.

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



THE PERFECT PLAN

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

### SUPERVISORY SALESMANSHIP

(Continued from page 15)

There has been a great deal of talk about the science of salesmanship and the science of business building and the science of this and of that. Some of it is very good, and really has practical bearings. Some of it, as always happens in the course of movements like this one, has been rather silly. A little of it has been arrant nonsense. Bad psychology, cheap mental suggestion and general pseudo-scientific claptrap have been the foundation of more than one successful (to the promoters thereof) "course of instruction in salesmanship." Yet still stands the ancient rule undisturbed and undimmed:

The salesman must be honest: he must not lie about the goods to make a sale.

The salesman must know the goods: he must not try to cover ignorance with smooth talk.

The salesman must work hard: for no job is more wasteful of time and effort than his, unless it be carefully watched.

The salesman must apply honesty, knowledge and hard work to the task of gaining the buyer's confidence: for honestly gained confidence is the salesman's most valuable asset and his brightest jewel.

That ancient rule has to be drilled into the men who are to carry it out. It is the executive's job, first, to know that here is a rule vital

to the success of his business; and, second, to see personally that it is applied. That is his job, to see personally that his salesmen are doing these things. When he knows that they are, then it is his business to be their general, their divisional commander, leading them into battle; not merely a far-away commander-in-chief, invisibly planning, unseen to the soldier on the fringeline.

### USE FILMS TO PROMOTE TRADE

Foreign Trade to Be Stimulated by Educational Films, Says Department of Commerce

WASHINGTON, D. C., February 8.—Moving pictures are to be used extensively by the Government as a means of foreign trade promotion, it was just announced by the Commerce Department. Arrangements are being made for the co-operation of the motion picture experts of the Bureau of Mines and of Manufactures, as the cost of the films to be shown must be borne by the company whose product is pictured.

"In the opinion of the Department of Commerce," said an executive, "representative industrial films will provide a very effective method in promoting export trade. They should prove exceedingly helpful in convincing the people of other countries regarding the industrial ability and the extraordinary facilities of the United States."

### L. E. GILBERT AGAIN WITH MICKEL

Old-time Victor Man Joins Traveling Forces of Mickel Bros. Co. in Des Moines

DES MOINES, IOWA, February 6.—Lee E. Gilbert, one of the old-time Victor men of Iowa, who joined the forces of Mickel Bros. Co. on January 1, has a host of friends throughout the Middle Western territory, having originally blazed



L. E. Gilbert

the Victor trail through this section when the line was in its infancy. His early associations were with the Victor Co. during 1905, later joining the forces of Chase & West, of Des Moines, who were at that time wholesalers for the Victor Co. When the Des Moines office of Mickel Bros. was opened, Mr. Gilbert and Geo. Beaver, the manager, established practically all of the larger dealers who are active to-day. In 1915 he left the talking machine field for other endeavors, and it was only recently that Mickel Bros. were able to again secure his valuable services. Mr. Gilbert will supplement the work of the other four travelers, with headquarters in Des Moines.

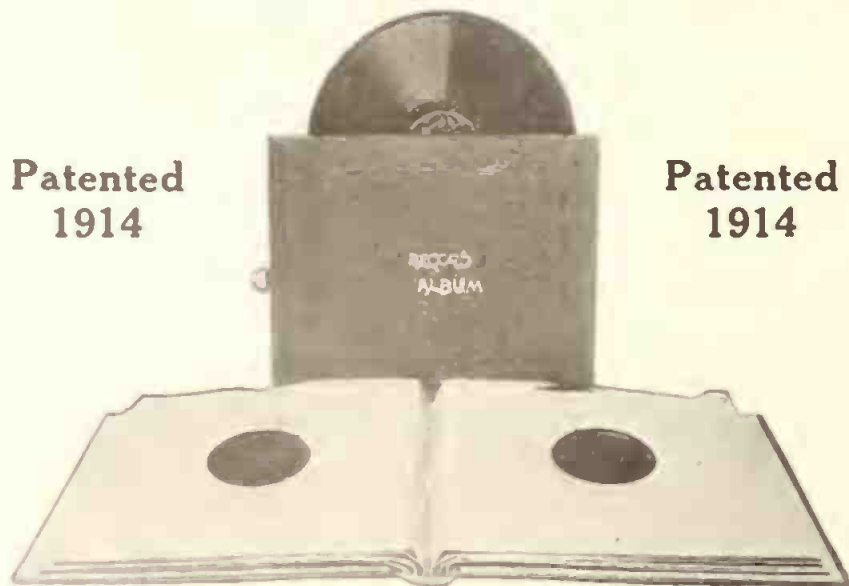
### THE GROWTH OF DIE-CASTING

Discussing the history of die-casting, now so general in the talking machine trade, C. T. Roder, in the Iron Age of recent date, points out that die-casting is produced by forcing liquid metal into dies under pneumatic pressure. Until 1914 only metals fusing below 1,300° F. were successfully die-cast, chiefly zinc alloys. Advantages of die-casting are the small amount of machining necessary, reduction of assembly, the small cost, great accuracy, good appearance, etc. The pneumatic pressure assures uniformity. Aluminum die-castings are a recent development. Design of die is the most important feature of the work.

## ARE YOU PREPARED?

Patented  
1914

Patented  
1914



Keen competition is the keynote of business for 1922. Goods of quality will rule the day. If you handle goods of high quality—Particularly Boston Albums—you need have no fear of the future. Your business is assured. Boston Albums are made right—To satisfy your most exacting customers.

**BOSTON BOOK COMPANY**  
501-509 Plymouth Court  
CHICAGO, ILL.



# The Kind of Advertising That Attracts and Makes the Greatest Impression on Women

Talking machine merchants who have given particular study to newspaper advertising are keenly interested in the type of advertisement which makes the greatest impression upon women. The value of the exhaustive study of retail advertising just concluded by C. J. Suedhoff, of the Suedhoff-Ross Advertising Agency, of Ft. Wayne, Ind., is timely in this connection.

In order to get the necessary information Mr. Suedhoff asked a hundred average shoppers a number of questions relative to the effect that store advertising had upon them. From these answers the following was compiled:

Number who had not read any of the store's advertising for two days, one.

Number who came with the specific intention of inspecting some of the offerings listed in the store's advertising during the last two days, eighty-three.

Number who came for the purpose of inspecting some of the offerings listed in store's advertising previous to the last two days, three.

Number just "shopping" without being specifically interested in any of the advertised offerings, fourteen.

Number visiting the store who were interested in bargain offerings advertised in the morning newspaper, twenty-seven.

Number visiting the store who were interested in goods advertised in the previous afternoon's paper, fifty-six.

Number who carried clippings of advertisements for reference, one.

Number who had made engagements to meet friends at the store, eleven.

Absolutely new customers among 100 shoppers, one.

Number who had some sort of comment to make regarding the store's advertisements, fifty-one.

Number who in answer to question stated that they read store's advertisements every day, seventy-nine.

Number who stated they read ads very frequently, eleven.

Number who read advertisements infrequently, ten.

Mr. Suedhoff believes that the figures secured

Out of 100 Shoppers—	
83	came in in response to the previous two days' advertising;
14	were "just shopping" without having advertised values in mind;
27	came in because of the copy in the morning paper;
56	were attracted by the advertisements of the previous afternoon;
37	were accompanied by feminine friends;
11	made engagements to meet friends at the store;
79	said they read the store's advertisements every day;
11	read the announcements "very frequently";
10	read them "only now and then."

in this survey are typical of those that would be secured from a similar investigation in stores in other cities about the size of Fort Wayne.

"This phase of the survey showing how little attention is paid by customers to advertisements which are more than two days old should be of especial interest to all retail advertising men," declared the advertising man. "It is evident from these figures that women, as a whole, follow a store's advertising very carefully, and that they realize that business conditions change from day to day, just as the news of the world

changes, and that the goods which were offered in advertisements last week may not be sold at the same prices to-day or may not even be on hand in the store.

"It is an encouraging thing to the man who prepares retail copy to know that his ads play such a large part in the lives of the women of his city. Perhaps the average retail advertising man is not fully aware of just how important his advertisements are to the women, and these figures may prove rather astonishing to him. He may have realized, of course, that the women are attracted to his store by the ads, but he may not have realized that the vast percentage of all the women in the city read his ads regularly, no matter whether they come to his store every day or not."

## GROUP INSURANCE FOR EMPLOYEES

Watkins Bros., Inc., Hartford, Conn., Victrola and piano dealers, who also operate stores in South Manchester and Bristol, Conn., have taken on group life insurance for all their employes. Fifty-two were eligible, seven being entitled to the maximum of \$2,000 protection, having been with the company for fifteen years.

## JEDLICKA BROS. BUY SECOND STORE

SOUTHAMPTON, N. Y., February 3.—The Victor business of Benjamin Rosen was recently purchased by Jedlicka Bros., proprietors of a similar establishment at Bay Shore, N. Y. The new branch is one of the finest on Long Island and the purchasers have the advantage of an established clientele.

# WIDE-AWAKE DEALERS

are increasing their profits through the sale of De Luxe Needles

Before you place your next order write to us for samples and full particulars about

# DE LUXE NEEDLES

**DUO-TONE COMPANY, INCORPORATED**

*Sole Manufacturers of De Luxe Needles*  
: ANSONIA, CONN.

**DON'T FORGET THESE FACTS**

**Perfect Reproduction of Tone No Scratchy Surface Noise**

**PLAYS 100-200 RECORDS**



Full Tone



Medium Tone

**Three for 30 cents (40 cents in Canada)**



**NOTED ARTISTS VISIT EDGAR SHOPPE**

Eight Famous Victor Artists on Visit to Tulsa, Okla., Are Photographed at Attractively Arranged Victor Store in That City

TULSA, OKLA., February 1.—When the Eight Famous Victor Artists visited this city early last month and played to a packed house, they made their headquarters at the Edgar Shoppe, a new Victor store, which has the distinction of being the only all-Victor store in Oklahoma. There are lots of stores in Oklahoma carrying the Victor line exclusively as a talking machine, but most of them are general music stores. The Edgar Shoppe is, perhaps, the most complete Victor store in the Southwest, and the equipment and furnishings, which include Unico booths and counters, cost upward of \$20,000, exclusive of merchandise.

The group photograph shows, from left to right: Morton Engle, manager of the repair department, the Edgar Shoppe; John Meyer, Frank Croxton, Thos. J. Edgar, president and general manager of the Edgar Shoppe; Billy Murray,



The Eight Famous Victor Artists in the Edgar Shoppe

Lester Burchfield, wholesale manager Sanger Bros.' Victrola department; A. T. Bown, sales department, the Edgar Shoppe; Otto Kluber, tour manager for the Famous Eight in the Southwest; A. H. Renner, assistant manager, the Edgar Shoppe; William Junkins, representative, the Schmelzer Co., Kansas City. Seated: Al Campbell, Miss Elizabeth Day, manager record department, the Edgar Shoppe; Monroe Silver and Frank Banta.

## ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS

**SMITHOLA**  
MADE BY  
**JOHN SMITH & CO.**  
NEW YORK, U.S.A.  
MODEL  SERIAL NO.

*Write for prices  
stating quantity  
desired*

SOLD BY  
**HENRY JONES & CO.**  
81 UNION ST.  
ALLEGHENY, PA.

EVERLASTING

**ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.**

NEAT IN APPEARANCE

**ASTORIA MAHOGANY CO. REORGANIZE**

Friendly Receivership Proceedings Brought—Arrangements Made to Carry on the Business

Negotiations have been going on for some time looking toward a reorganization of the Astoria Mahogany Co., Inc., a New York corporation, having its executive offices and manufacturing plant in Astoria, L. I., under a plan of reorganization which will place the company on a sound financial basis and provide new working capital.

In order to enable a continuance of the company's operations and also to conserve the assets of the company pending such reorganization, friendly receivership proceedings have been brought in equity. Douglas H. Allen, who has been appointed, with Edward W. McMahon, a member of the law firm of Graham, McMahon, Buell & Knox, with offices at Manhattan, as one of the receivers by Judge Garvin of the United States District Court for the Eastern District of New York, is familiar with the operations of the company, having acted for the past six months as representative of the principal creditors in connection with the company's affairs.

The receivers have been authorized by the Court to carry on the business as heretofore, and

arrangements have already been made with the principal creditors for financing the raw material requirements of the company during the term of the receivership. As a going concern the assets of the company, having a book value of approximately four and a half million dollars, exceed its liabilities by a substantial amount, and the proposed plan of reorganization contemplates payment of all trade creditors in full upon discharge of the company from receivership.

The appointment of receivers for the Astoria Mahogany Co. will not affect the company's tropical subsidiaries, the Nicaragua Mahogany Co. and the Compania Mexicana de Caoba y Godro.

**Phonographic Epigrammatics**

By

HAYWARD CLEVELAND

Do not condemn rival goods. 'Twere better to admit their worthiness and say, "—'s machines (or records) are good but ours are better." Then prove it!

"Music hath charms to soothe the savage breast." By that token, then, we are all savages, and it logically follows that the talking machine, the universal music purveyor, is the greatest of savage tainers!

It is the privilege of most men to have some choice of occupation. Choose that, therefore, that drags no man down, but uplifts. Of such is the talking machine trade!

"Eternal vigilance is the price of liberty." This might be commercially adapted to read, "Eternal vigilance is the price of success."

Once a prospect always a prospect, until dead or departure for parts unknown!

Regard your buyers as juries. Emulate Lincoln. Admit the merit in the opposition's arguments and cap with better.

Take a shot at the moon! You may hit it! Take a try at a remote prospect! You may land it!

No one human invention has contributed more toward the "Gaiety of Nations" than the talking machine.

No one product of man's ingenuity has gone further toward "Making all the world akin" than the talking machine.

Let not the day go by in which you do not, to some extent, progress a worthy cause.

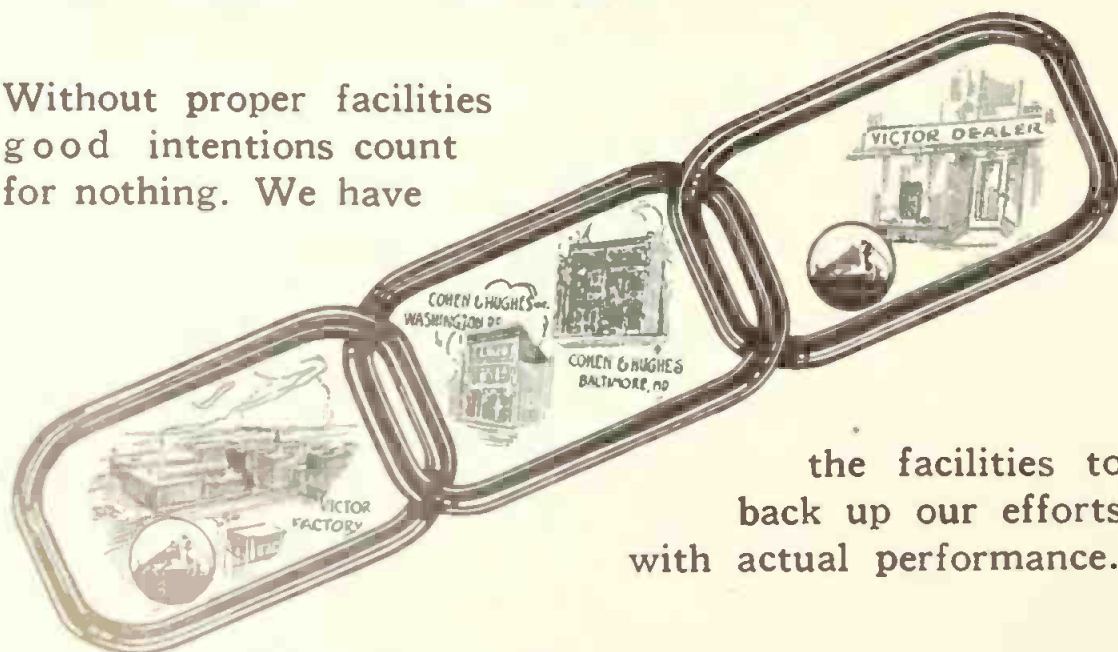
Music is the rhythmic expression of that which is noblest and best in the human.

Optimism costs no more than pessimism and brings better results.

**"FACILITIES"**

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

Without proper facilities good intentions count for nothing. We have



the facilities to back up our efforts with actual performance.

**COHEN & HUGHES**

Wholesale Exclusively

BALTIMORE

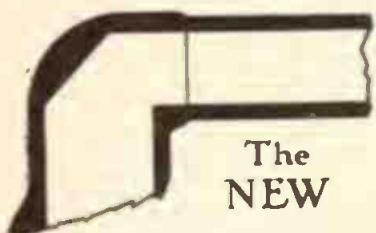
WASHINGTON



# The NEW Scotford Tonearm and Superior Reproducer



*A new external shape of grace and beauty—without changing the internal design:*

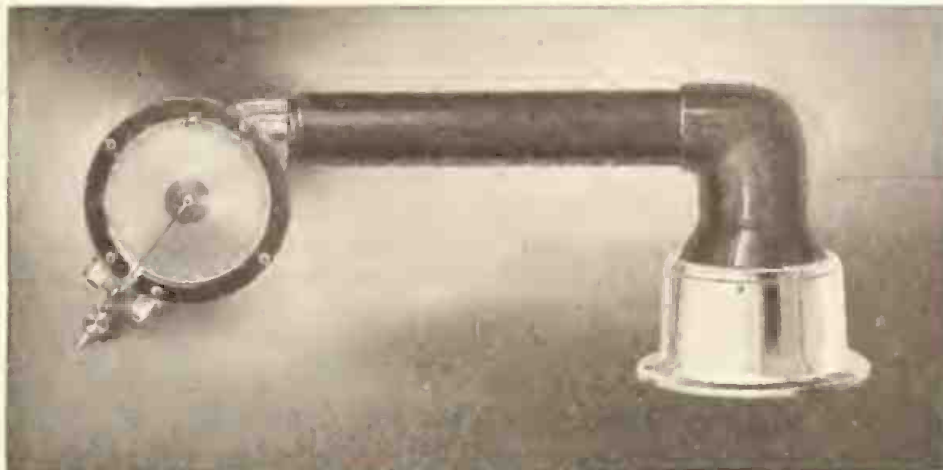


That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

## NEW CONSTRUCTION



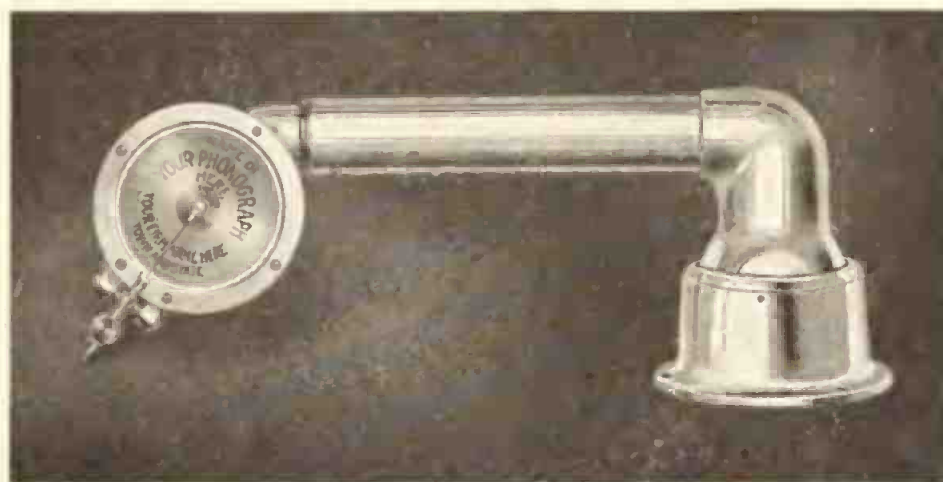
The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE No. 1 FINISH  
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE No. 2 FINISH  
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE No. 3 FINISH  
All parts Plated in Nickel or Gold

*In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer*

### Samples Will be Submitted on Approval

- |   |   |   |
|---|---|---|
| Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated. | Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated. | Style 3 All parts of Tonearm and Reproducer are Plated.                     |
| No. 1 New Scotford Tonearm and Superior Reproducer . Nickel \$7.00 Gold \$ 9.00                             | No. 2 New Scotford Tonearm and Superior Reproducer . Nickel 7.75 Gold 10.00   | No. 3 New Scotford Tonearm and Superior Reproducer . Nickel 8.50 Gold 11.00 |
- Samples Prepaid at the Above Prices*

*Write for Our Specification Sheet and Quantity Price List*

## BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS





Here's one that will sell like hot cakes! Al Jolson sings "Give Me My Mammy," from *Bombo*. On the other side Hart & Shaw, two new Columbia artists, sing a tender lullaby "My Mammy Knows." Order it. A-3540.

Columbia Graphophone Co.  
NEW YORK

**PROGRAM OF GENERAL EDUCATION**

Outlined by Leading Makers of Talking Machines and Records—Has Bearing on Value of Music for the Young People

Writing to the Toronto Globe, a correspondent pleads for better music for the young folks and pays homage to the talking machine as a medium which will educate them to a higher appreciation of music. The letter runs:

"The talking machine is rapidly coming into a place as an instrument of instruction and interpretation of better music for the young. And the writer wishes here to suggest to parents the valuable service to which this instrument can be put in any ordinary household.

"Fortunately, the makers of the talking machine seem to be agreed on a program of general education toward a higher class of music for the school and the children in general. For example, they are now making many records intended to teach or bring back into favor the quiet, the natural calmness and the refined over-soul of refined types of voice and instrumentation.

"The songs and instrumental selections, which have stood the test of time and which are now, and long have been, an expression of the sentiment and the sympathy of the great and good heart of common humanity—these types are being featured by the makers of talking machines and are coming rapidly into favor

Any musical selection really worth your time and money will still be alive next week, next year and probably next generation.

"Moreover, there is a strange matter here which the parent is prone to overlook, namely, that the ragtime music thrills quickly, racks and fatigues the nerves and soon becomes a sort of nausea. Conversely, they must understand that the better music for children—the real music—grows sweeter and dearer through repetition and slowly finds a delightful abiding place in the soul of the habitual listener.

"Do not be impatient with your child regarding the matter. If his nerves are all unstrung from the continuous clank and rattle of the loud and noisy selections the higher class of music will probably not be especially pleasing to him. However, if you will but continue to present to his ears the harmony of the sweeter strains at length he will be led to discover the soul of the musical art."

**TO MAKE BRANCH PERMANENT**

CANTON, O., February 4.—The store of the Wur-litzer Co., opened a month ago in the New Northern Hotel Building, will be permanent. M. M. Potee, manager, announced this week. It was not determined when the branch was opened if the Canton store would be continued, but it is now stated that the company, as soon as a new location is leased, will add talking machines and small goods.

**WORKING FOR CARUSO MEMORIAL**

Project for Caruso Anniversary Week Late This Month Meeting With Much Success—Music Industry Promises Support to the Plan

It is announced by the Caruso Memorial Foundation that the plans for Caruso Anniversary Week, starting February 27, the forty-ninth anniversary of Caruso's birth, are progressing most satisfactorily. The Music Industries Chamber of Commerce at a meeting of the Board of Directors last month endorsed the project and promised the support of the industry, and the Governors of several States, including Massachusetts, Kansas, Colorado and Nevada, have agreed to serve as honorary chairmen of the committees being formed in their respective States.

It was stated at the headquarters of the Foundation in the Woolworth Building, New York, that the response from artists and musical organizations who have promised their co-operation for Anniversary Week has been especially gratifying. Among the artists who say they will appear in benefit concerts for the fund are Emilio de Gogorza, Elena Gerhardt, Reinald Werrenrath, Arturo Bonucci, Cantor Josef Rosenblatt, Mary Mellish, Julia Claussen, Ernest Hutcheson, Max Gegna, Edward Lankow, Ellen Beach Yaw, Nelson Illingworth, Olive Nevin, Daisy Jean, Harriet Scholder, Sara Sokolsky-Freid and Harold Bauer.

A national committee of artists is now being formed to co-operate with the executive committee of the foundation.

**STRONG DEMAND FOR COVERS**

A. Bruns & Son Report That Many Talking Machine Owners Are Now Buying Covers to Protect Instruments in the Home

A. Bruns & Son, manufacturers of talking machine delivery covers, Brooklyn, N. Y., report that the demand for their several covers has been very gratifying during the past few months. Especially is this true in the Bruns "made-right" fleecelined rubberized dust cover which they recently introduced to the trade. They state that talking machine jobbers and dealers are very enthusiastic about this new cover and that dealers especially have been able to sell one with most every talking machine purchased. Heretofore the sales of covers designed for the safe delivery of talking machines have been limited to dealers and jobbers, but this new fleecelined dust cover has been found adaptable for talking machine owners as well as dealers, and in consequence has opened up a new and broad field for the covers.

Recently this company prepared a very attractive circular which went to dealers of talking machines all through the country. This, accompanied by a strong sales letter, was productive of real results, and officials of the company are confident that 1922 will prove a most prosperous year for them.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

**EIGHT FAMOUS VICTOR ARTISTS**

In Concert and Entertainment

Personal Appearance of

**Eight Popular Victor Favorites on One Program**

A live attraction for live dealers and jobbers

Bookings now for season 1921-1922

Sample program and particulars upon request

P. W. SIMON, Manager

1658 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

Famous Ensembles including

Campbell & Burr - Sterling Trio - Peerless Quartet





(NO. 11)

Dear Bill:

I was mighty glad to receive the copy of the local paper containing your advertisement and I believe I know the reason for the poor returns from your ads. Your copy reads like a catalog price list and from that I gather that you are gradually adopting the extremely dangerous practice of running your business on a price basis alone. Take my advice, Bill, and get away from that practice or you will soon find yourself on the rocks. The average person is naturally suspicious of the house and the line carried where price slashing is made the feature of the enterprise.

In your newspaper copy you have got to produce something that will not only attract the attention of the reader, but the ad must also arouse a desire for ownership of the particular machines mentioned. Your advertisement must carry a distinct appeal to the people whom you are trying to reach, and since a large majority of the people in your community are middle-class, decently educated, intelligent people, these are the ones for which your message should be designed.

An analysis of this class of people will convince you that price is not of absolutely first importance, especially when the purchase of a talking machine is under consideration. Fair value for money spent, playing quality and adaptability of the machine as an article of furniture are perhaps the three primary considerations. As a rule, these people possess imaginations and, therefore, your advertisements, to be effective, must play upon this human quality. Feature the talking machine, not as a cheap proposition, but as a valuable aid to home enjoyment and comfort and bring out strongly, but without exaggeration, the mechanical qualities and beautiful finish which will make it a valuable addition to home adornment.

Another factor which is detrimental to success in advertising carried on by inexperienced advertising men like yourself, if you will pardon me for saying so, is the lack of continuity in copy. It is just as important for the talking machine dealer to map out a campaign as it is for the manufacturer to do so. However, dealers do not seem to realize this and they continue to spend perfectly good money in advertising which brings in only half the profit which would accrue if a good, strong campaign were planned. This does not necessarily mean that large space must be taken to get the message across. On the contrary, the dealer who uses small space can get big returns if his copy appeals to the people whom he desires for customers, and a large business can be built up in this manner.

The newspaper campaign can be made even more effective by tying up the window displays with each particular ad. If the advertisement is read by a prospective customer and creates a favorable impression a state of mind has been reached which is easily swayed toward the purchase of a machine. In a small community like yours a prospective customer who has read the advertisement will, no doubt, have occasion to pass your store, and if the window display is forcible enough to remind the prospect of the ad additional interest will have been aroused which might stimulate the prospect sufficiently to enter the establishment. The rest is up to the salesman.

Yours for better business,

Jim.

## SENDS MESSAGE ON RECORDS

Head of International Corporation Has 1922 Message Recorded and Sent to 20,000 Representatives Throughout the Country

A novel and successful use of talking machine records in connection with an insurance publicity campaign has been effected by Cecil F. Shallcross, United States manager of the North British & Mercantile and president of the American companies affiliated in the group. Mr. Shallcross has sent a personal message for 1922 to each of the 20,000 agents of the companies. Mr. Shallcross brought the idea into being and Chauncey S. S. Miller, advertising and publicity manager for the companies, made the idea a reality and worked out the details of the plan.

Mr. Shallcross, in a conversation with Mr. Miller, spoke of the manner in which he had been impressed by the sound amplifiers on the Madison Square Garden and other places which brought President Harding's address at the burial of America's unknown hero to the ears of thousands. Mr. Shallcross said that he wished

he could place a sound amplifier in the office of every agent of his companies so that he could speak to all the agents. Mr. Miller suggested that Mr. Shallcross make a talking machine record of the message and send a disc to each agent. A contract was entered into with a manufacturer of records and the record was made. One side contains a brilliant military march by a band and the other Mr. Shallcross' message. The discs are being sent to the agents as fast as they are received from the factory.

From expressions already heard the agents are "tickled to death" over the innovation, and many of them have sent in complimentary lines in token of their appreciation. Some of the agents have loaned the record to their friends, who have played it over and over again. Other agents hearing the record have wanted to know what it all was about, and consequently were hearers of Mr. Shallcross' message.

Have you noticed that the man who has been "through the mill" invariably knows all he tells, but never tells all he knows?

## Build up a real Phonograph Business for *YOURSELF*

The only way you can get one of the standard "old line" talking machines is *in common* with scores of other jobbers and dealers in your territory. You must share the business developed in your territory with all the rest. Will *your net* share be worth while?

You can get a talking machine, like HARPONOLA, and build a real business around it *for yourself*. You control the territory. You map out your own policies. And you get the rewards of your own efforts.

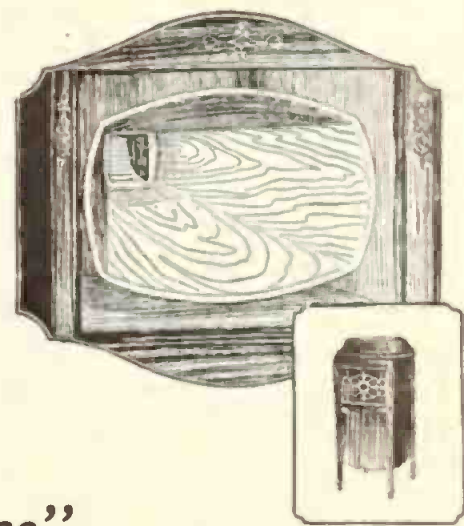
It is up to you to choose between the two opportunities—and both have their merits. Do you want our proposition for purposes of comparison?

THE HARPONOLA COMPANY  
101 MERCELINA PARK  
CELINA, OHIO

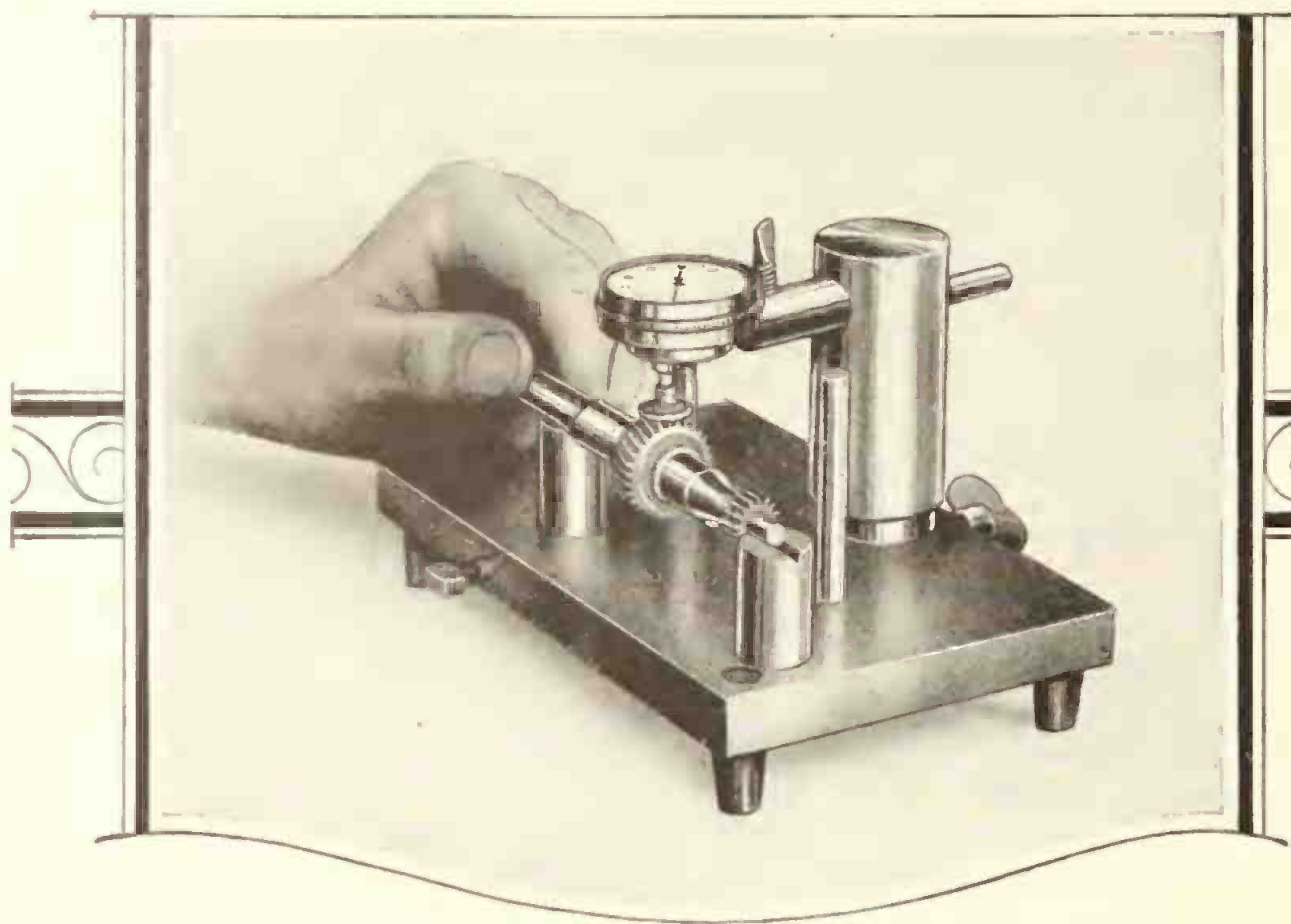
Edmund Brandts, President

The Phonograph  
with the "Golden Voice"

# HARPONOLA







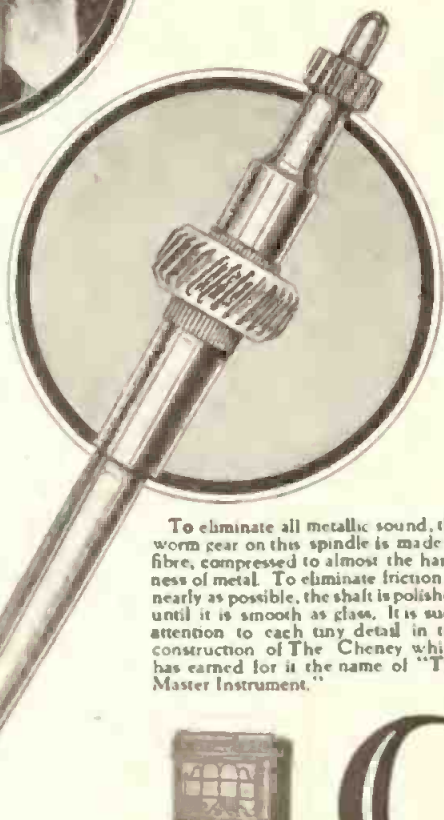
*"Genius is but the infinite capacity for taking pains"*

## Where There is Only 2-1000ths of an Inch Between Perfection and the Scrap Pile



Although the spindles for the Cheney motors are manufactured with exceptional care, each one must be subjected to the exacting test illustrated at the top of this page.

Resting on its bearing points, the spindle is tested under conditions of actual use in the motor. A registering shoe is placed on the fibre worm gear and then the spindle is revolved. If the dial records an eccentricity of more than .002 of an inch, the spindle is rejected.



To eliminate all metallic sound, the worm gear on this spindle is made of fibre, compressed to almost the hardness of metal. To eliminate friction as nearly as possible, the shaft is polished until it is smooth as glass. It is such attention to each tiny detail in the construction of The Cheney which has earned for it the name of "The Master Instrument."

There can be no "ifs" and "ands" in the Cheney Factories. We demand perfection as nearly as it is humanly possible. We make our motor parts exact to the thousandth part of an inch.

Take the case of the spindle in our motor, for example. It is the heart of the motor—and unless it is made *just so*, the motor will be noisy and throb when it runs. No Cheney motor may do that, and pass inspection.

As a result, we set a limit of 2/1000ths of an inch upon its eccentricity. Every spindle is tested, and unless it meets the test, it is thrown out.

Such manufacturing standards are unusual. They account for the supreme quality embodied in The Cheney. It is remarkable that such quality is combined in The Cheney with prices notably low.

The Cheney Talking Machine Company • Chicago



# The CHENEY

THE MASTER INSTRUMENT

*"The Longer You Play It, the Sweeter It Grows"*



# Recognizing the Psychological Moment for Ending the Argument and Closing the Sale

Those who have made extended and intensive studies of selling tactics agree that almost as many sales are lost through too much talk on the part of the salesman as are lost for other reasons. The ability of the salesman to gauge the effect of his talk and recognize the psychological moment for ending his arguments and closing the deal is the trait that gets the results. This question is summed up very neatly in an article which appeared in *The Voice of the Victor* lately under the caption "It's Time to Stop When You've Said Enough," and which read:

There are two things in the conversational selling of goods, Victrolas and Victor records among them, which every salesman ought to know. Some of them do know by experience, others have to learn. The trouble is that while they are learning their employers, as a rule, are paying them full salary and commission.

These things are so important, and so definite in their effect, that each ought to be supplied with a maxim. The first thing is to know how to begin a sale, and the second is to know how to stop. Any locomotive engineer will tell you that a good brake is as important a part of his train equipment as the engine itself.

Many a salesman has sold a customer into a purchase, and then, by talking too long, talked him out of it. There is a classical story in the East of a real estate salesman who, young, managed to find a buyer for a beautiful big country estate that was going to rack and ruin for the want of a good householder. He sold the house on quality. Dissatisfied, conscientious, he began to go into details—after his customer was sold. The details were good, they were important—but the young man talked too long. He lost sight of the fact that half the customer's pleasure in buying was to be able to go over the place and find out for himself. He was psychologically sold; his mind wanted to follow detail for itself; to receive it from another mind tired him. He decided to "think over it." He never came back.

Now that man, we repeat, was fully sold when he came into the real estate agent's office. He came in in obedience to his own demand for something — not in obedience to a call from someone else, for something he was only halfway interested in. He wanted a house, the salesman had exactly what he wanted—but by injudicious and too-prolonged talking he worked a fourfold injury. He hurt the customer's mind, he lost his own commission, he served his employer badly, and he lost money for his employer's client, the seller of the house, by turning it back on the market and letting depreciation and

taxes run on. And to this day he doesn't know how near he was to making one of the biggest sales of his time, nor why he didn't make it. There's the tragedy of the thing.

There is another classical story in the East, of a lawyer who defended, in a certain Federal court, three men who had been arrested upon a serious Government charge. The evidence against them was not strong; even the District Attorney admitted it, and conducted the case in an absolutely impersonal style. The evidence was largely circumstantial, the witnesses for the prosecution were none too sure. When the attorney for the accused men arose he could have won the case for his clients in five minutes. Instead, he talked for three solid

*Two Leading Salesmanship Points Are: To Know When to Begin a Sale and to Know Exactly When to Stop*

hours—that being the time granted by the court for his argument. He actually put into the heads of the jury a multitude of considerations that had not been there in the beginning. The patience of the jurors was worn down by three hours' continuous repetition and re-repetition of things which only muddled their minds and they eventually brought in a verdict of "guilty." He didn't talk his clients into jail, for the judge in the case was ancient and wise, and the men were dismissed with the lightest possible fine.

It is quite true the men did not suffer; but suppose the lawyer had been selling them something!

There are few men who have been in business any length of time who have failed to see similar instances. An excess of zeal in such matters is nearly as bad as indifference. If a sale is lost by indifference, or if it is lost by overtalking, the cause of the loss doesn't matter—good money is gone and good business impaired.

Now for the question of maxims. "How," you ask, "shall I approach a new customer?" Well, that is largely a matter for yourself.

You have been trained, or you have learned of your own experience, that the secret of selling music is to learn the tastes of your customer. These cannot always be told by his appearance, or by his first words. Has it never occurred to you that it might be a good thing to ask him?

There is nothing easier than to say to the frequently embarrassed citizen who comes into your place: "Is there anything in particular you would like to hear?"

We know, in suggesting this, that we may be treading upon some sore spot—that not every stock is so inclusive that it will give the customer the chance to hear his particular favorite out of the thousands of tunes that have been given civilization—but it will at least give you what explorers, detectives, writers and sales experts alike call a "lead."

From this your path is easy—or should be easy.

But when to quit? That is another question. It will call for skill, or for instinct. And instinct will manifest itself in as many ways as there are human souls.

It is well to be enthusiastic — enthusiasm catches. But it doesn't consist in loud talk, in stamping feet and pump-handling elbows. It doesn't consist in "gassing" a customer with a "line of talk"; that may be left to the side-show men. Tell what you know and then—subside.

## ENJOYS VACATION IN FLORIDA

Fred H. Ponty, Well-known Talking Machine Dealer of New York and Connecticut, Dodging Cold Weather in the Southland

Fred H. Ponty, proprietor of Ponty's Victrola Store, Port Chester, N. Y., and of South Norwalk, Conn., and who is also interested in Ponty's Gift and Art Shop, Greenwich, Conn., which also maintains a Victor department, is at present taking a much-needed vacation in Florida, visiting Palm Beach, Miami and other Winter resorts in that State. He is accompanied by his sister, Miss Sophie Ponty.

## SONORA SHOP IN LARGER QUARTERS

LANSING, MICH., February 6.—The Sonora Shop, of this city, is now located in its new and enlarged quarters at 111 East Allegan street. W. W. Cummings, proprietor of the establishment, states that steadily increasing business has made the move necessary. In addition to a complete line of phonographs and records, pianos and player-pianos are handled.

Quality

## The "VICSONIA" Reproducer

Distinction



Recognized for its Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Note: The Vicsonia is made of Bronze, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus.

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathé records.

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.





Two lively fox-trot piano duets by Banta and Hess. The kind of a dance record that always sells big. "Remember the Rose" and "Roll on, Silvery Moon," are the two selections. A-3535.

Columbia Graphophone Co.  
NEW YORK

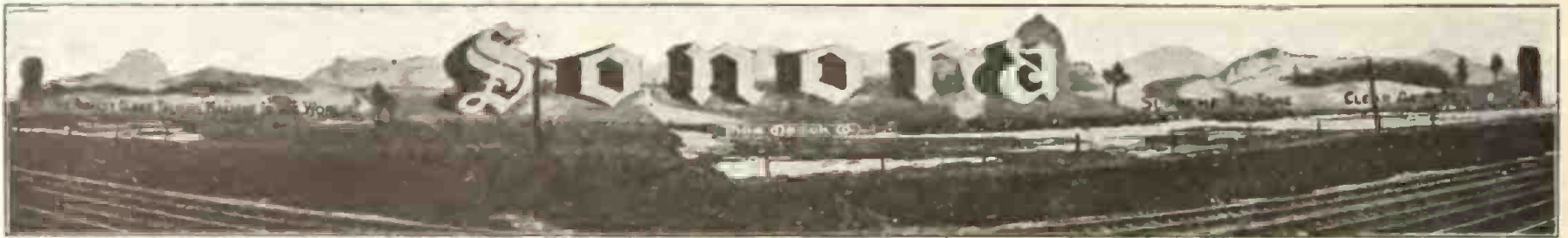
## LARGEST SIGN IN THE WORLD ERECTED BY SONORA CO.

Mammoth Billboard Advertisement of the Sonora Phonograph, Eight Hundred Feet in Length, Can Be Seen About an Hour's Ride Out of New York City on the N. Y. Central R. R.

That the Sonora Phonograph Co., 279 Broadway, New York, is a believer in advertising on a large scale so that its publicity will be noticeable to a marked degree is no more forcefully

less than an hour from the city, where the tracks leave the river for a short distance and there is nothing to be seen but embankments on either side of the train. As the latter rounds the curve

world. It is eight hundred feet in length, forty-three feet high, comprising an area of nearly 33,000 square feet. It required the work of forty men and five weeks to erect it. The entire woods covering two acres was removed in order to put the sign in its proper position. Five hundred post holes were dug and 42,000 board feet of lumber were used, as the sign was constructed to withstand a wind pressure of ninety



Gigantic Signboard Featuring the Sonora Phonograph Erected on Main Line of New York Central

manifested than in a sign which it has had erected on the main line of the New York Central between Albany and the Grand Central Depot in New York, a reproduction of which appears herewith. This sign is located a little

where the engineer is compelled to slow down the passengers are confronted with a vast snow-clad range of mountains in the center of which is the word Sonora in stupendous letters.

This is considered the largest sign in the

miles per hour. It took thirty kegs of nails to hold the boards on the frame and 450 gallons of paint were used by six painters, who required three weeks to paint the picture. Every six months the entire sign is repainted.

## IMPORTANCE OF COLORS IN BOOTHS

Varied Color Schemes in Demonstration Booths Are Being Found Effective in Stimulating Sales of Records, Etc.—Please Aesthetic Taste

Several modern talking machine dealers, realizing the influence which various colors exert on certain people, have decorated their record demonstration booths in various hues and the results have been apparent in increased sales and

more pleased customers. Prospective purchasers, when entering the establishment, invariably chose the booth where the color scheme was most pleasing to their eyes.

It is becoming more and more recognized by students of the psychology of color that certain colors exert a strong influence toward good-nature or the reverse on different people. For example: Certain people are attracted by a soft gray. It is restful to their eyes and fits well with their quiet, conservative natures. On the

other hand, there are others who are so filled with life and "pep" that a modest color such as gray tends to make them less happy and induces a state of mind which is detrimental to the success of the salesman in his efforts to dispose of a record or a machine. A harder and more forceful color, such as a deep green or red, will fit much better with a person of this character than the soft gray. They are then in surroundings which are sympathetic to their natures and the salesman's job is much simplified.

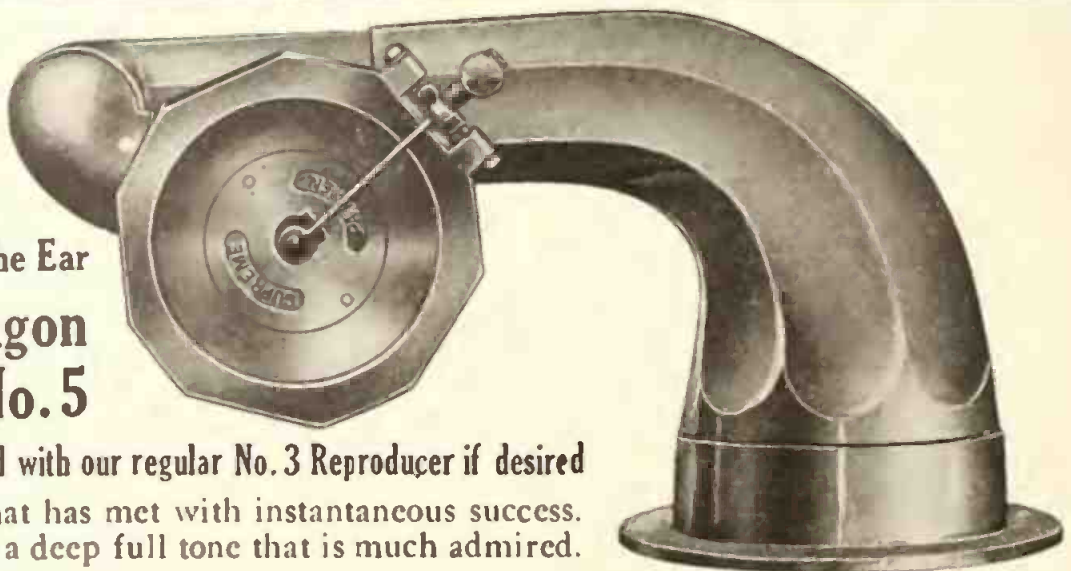
## NEW WITH THE NEW YEAR

Pleasing to the Eye and Pleasing to the Ear  
The New Phillips Octagon  
Throw Back Tone Arm No. 5

With Octagon Reproducer No. 5; also equipped with our regular No. 3 Reproducer if desired

A decidedly attractive combination that has met with instantaneous success. Besides its attractive appearance it has a deep full tone that is much admired.

Quantity Prices on Request




## The William Phillips Phono Parts Corp.

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

145 West Forty-fifth Street


New York City





**IROQUOIS SALES CORPORATION**  
BUFFALO, N. Y.

Wholesale Distributors



**Okéh Records**

**FEATURES "HUMORESQUE" RECORDS**  
Columbia Dealer Links Up Showing of Motion Picture With Columbia Records

CASTLETON, N. D., February 1.—C. M. Lindsey, live Columbia dealer of this city, took advantage of the appearance in a local theatre of the well-known moving picture "Humoresque" to



**Attractive "Humoresque" Window**  
stage a very attractive window display featuring Dvorak's violin selection played by well-known Columbia artists. The window featured one of the scenes from the picture and a large Grafonola model with a list of "Humoresque" records in the Columbia catalog. The result of this timely tie-up was an increase in the sale of these records and necessarily greatly increased interest in the establishment.

**RECORD PLAYED AT BURIAL SERVICE**  
Track Layer in Alaska Requested That Record of W. J. Bryan's "Prince of Peace" Be Played at His Funeral Service

A burial service with the music and sermon on a talking machine was conducted recently at a railroad camp 386 miles inland from Anchorage, Alaska.  
Ellis Donley, a popular track layer, fatally injured, left a dying request that he be buried in the grade of the new Alaska Railroad, and for his obsequies W. J. Bryan's "Prince of Peace" record at the camp bunkhouse be used.  
The man's desire was complied with by his friends. The services were uplifting and largely attended. The company's foreman took charge of the funeral and read some Scripture, followed by sacred music by several of the world's greatest artists on the talking machine, then part of the famous lecture.

**OFFERS PROGRAMS FOR THE SCHOOLS**

Princess Watahwaso Appears Before Group of Principals and Teachers at Wurlitzer Auditorium to Demonstrate Character of Work

The first of a series of concert programs featuring the Victrola and Victor records and designed to be given in the public schools of New York under the direction of Miss Lenna Rudy, educational director of the Wurlitzer Co. Victrola department, was presented at the Wurlitzer Auditorium on Saturday morning, January 21, for the benefit of more than seventy-five public school principals and teachers who attended.

The concert featured Princess Watahwaso, whose Victor records are already quite familiar in the schools and who in the course of a program recited a number of Indian legends and sang the songs of various Indian tribes, preceding each number with a detailed explanation as to its meaning.

The Princess is quite well known to many New York public school teachers and it is expected

that under the direction of Miss Rudy she will visit practically all the public schools of New York in a systematic manner, varying her program so that the pupils and teachers during the season will have heard the legends and songs of all the better-known Indian tribes.

**OPENS TICONDEROGA STORE**

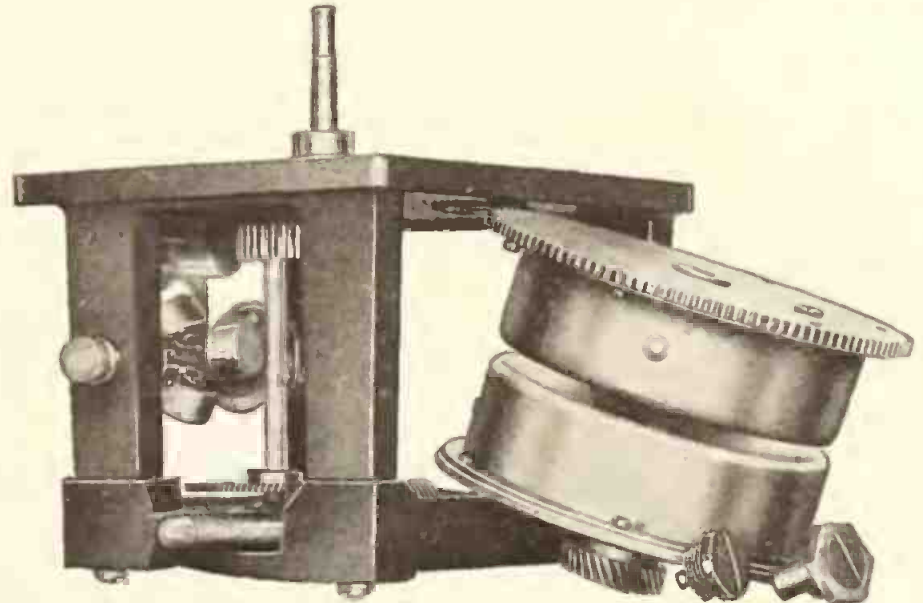
TICONDEROGA, N. Y., February 4.—For the first time in twenty-three years a new music store has been established here. Guy W. Woodward, proprietor of the new establishment, is handling the Dalion line of phonographs and the Olympic records. In addition the complete line of Jacob Bros. pianos is handled. The establishment is completely equipped with modern improvements and comforts for the benefit of customers.

**DELAWARE INCORPORATION**

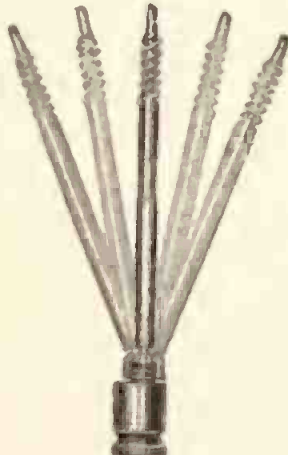
The Presanplay Phonograph Co., of Wilmington, Del., has been granted a charter of incorporation under the laws of that State, with a capital of \$50,000.

**Study the SILENT Motor**

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive SILENT MOTOR Feature.  
Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

**THE SILENT MOTOR CORPORATION**

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.





*Widdicomb console  
Early American Art  
model, with divided  
top, partitions for  
albums, automatic  
stop and patented  
tone control. The  
Widdicomb plays all  
records. Prices range  
from \$90.00 to \$260.*

# Widdicomb

## PHONOGRAPH

*The Aristocrat of Phonographs*

## A fitting companion to the most beautiful furniture in period design

The first thing that impresses you when you see a Widdicomb phonograph in any home is that it really "belongs"—that it is a harmonious part of the appointments of the most luxuriously and tastefully furnished room.

Built in period designs after the best work of Chippendale, Sheraton, the Adam Brothers and other master craftsmen of all times in the art of furniture building, the Widdicomb phonograph is produced in a variety of styles and finishes to suit any decorative plan or any suite of good furniture. It adds taste and beauty to any home.

### *A Masterpiece of the Cabinet Maker's Art*

The Widdicomb Furniture Company were the first manufacturers to visualize the growing wish in the minds of the phonograph-buying public for a phonograph which would combine perfection as a musical instrument with beauty and artistic design as an article of furniture.

For 56 years recognized leaders as builders of furniture in period design, the Widdicomb Furniture Company gave to the production of phonographs the same painstaking preparation and artistic skill that have always marked their furniture creations.

An initial survey of the phonograph market proved the real possibilities for such a phonograph. Music lovers and persons of refined tastes generally received the idea with open arms. Leading phonograph merchants gave it their unqualified endorsement.

### *Unsurpassed as a Musical Instrument*

Phonograph experts were then called together—men who had spent a lifetime in the practical side of phonograph manufacture. For two years these experts worked quietly to produce a musical instrument in keeping with Widdicomb ideals. At the end of this time they perfected the Widdicomb Amplifying Tone

Chamber. This is an exclusive feature which gives a supremacy of tone to be found on no other phonograph. It imparts the full tonal value—no more nor less—to every note of the chromatic scale from the clear, high notes of the upper register to the rich, deep tones at the other extreme.

Today the Widdicomb phonograph holds a unique position in the trade and among music lovers. Leading merchants have found that it gives them an enviable prestige among the best class of buyers.

The Widdicomb franchise is being offered to a limited number of dealers who pride themselves on the quality of their clientele. Its distribution affords an opportunity for constantly increasing business. Complete details and catalog will be furnished upon application.

**The Widdicomb Furniture Company**  
Grand Rapids, Michigan

*Fine furniture designers since 1865*

*All Widdicomb Models Are Now Selling at Pre-War Prices*



## WANT IMPORTED MASTER RECORDS TO BE FREE OF DUTY

Consideration of That Matter Asked by Senator McLean, of Connecticut, in Special Brief Filed With the Senate Finance Committee—Some Interesting Arguments Presented

(Special Correspondence to The World)

WASHINGTON, D. C., February 6.—The entry into the United States free of duty of foreign-made master records and matrices made therefrom, in the interest of our export trade, was advocated in a brief filed with the Senate Finance Committee by Senator McLean, of Connecticut, on behalf of the Columbia Graphophone Mfg. Co., of Bridgeport, Conn.

The Treasury Department has ruled that these articles have been manufactured in a foreign country and in appraising the value for duty purposes considered every element of expense entering into their procurements, including cost of wax blank, in the United States, expense of transporting the blank both ways, salaries and expenses of recording experts, cost of recording rooms, fees to artists, bands or orchestras, and every other ascertainable element of cost, assessing the duty on the aggregate at 25 per cent ad valorem.

"This attitude of the Treasury Department, while possibly warranted under the existing law, should be remedied by the inclusion of these articles under the free list," this company contends. "Otherwise the markets in South and Central America will be closed to the American manufacturer of sound records and handed over to the foreign manufacturer who has no such handicaps to hamper him.

"Germany was our keenest competitor prior to the war in these countries and in this industry. With her lower production costs and her subsidies we cannot hope to survive in that market if this relief is not granted.

"Unless relieved from the burden imposed under the Treasury ruling American manufacturers will be faced with one of two alternatives—

"1. Be forced to abandon those export markets to European competitors entirely, or

"2. Establish plants in one or more foreign countries where no such handicaps or burdens are imposed and manufacture there the records for export.

"Whichever of these alternatives is adopted American labor will be the loser, because in the manufacture of this export product large numbers of American workmen are employed and this employment would be definitely and permanently terminated. It is a fact that thousands of American workmen would be adversely affected by the happening of either of these contingencies."

The Columbia Graphophone Mfg. Co. asks for the inclusion under the free list of the forthcoming new tariff law, as now provided in the Fordney Tariff bill as No. 1677, "Discs of soft wax, commonly known as master records, or metal matrices obtained therefrom, to be used in the manufacture of sound records for export purposes."

"The inclusion of these articles in the free list will enable American manufacturers to successfully compete for valuable export markets which are especially attractive in this and other respects to the United States, namely, South and Central America. Development of these countries by the export of sound records will aid greatly in the creation of markets for other lines of American manufacture," the company tells the Finance Committee.

The company explains that in the development of substantial trade relations in graphophones and graphophone records with a foreign country employing a language other than English it is vitally necessary that the sound records be in the language of the country to be developed; a sound record in English would command no sale at all in a Spanish-speaking country. In the case of musical selections or compositions the music recorded must be of the native character, type or class. If instrumental it must be recorded by individual performers or organizations of native repute or renown. If vocal in character it must be sung by native vocal-

ists or artists of native reputation and popularity.

"A native air of Brazil, for example, sung by an American even of the highest artistic caliber would have no sale at all in Brazil," it is added. "An Argentine native dance played by an American band or orchestra of the highest musical attainments would find no market whatever in Argentina. For these reasons it is necessary to send recording expeditions to the foreign countries to secure local artists, bands, orchestras and instrumentalists on the native heath and to make the recordings then and there.

"The recording expeditions are sent from the United States and usually include at least two high-salaried expert record makers. In addition to their salaries they must be furnished funds for traveling and living expenses and for the rental of suitable laboratories or recording rooms for the transportation and handling of recording machinery and paraphernalia and for the fees of bands and artists which they employ in the making of the records. When it is considered that an expedition must remain in one country until it has accumulated a fairly representative repertoire of the music of that country, and that this may mean a stay of months with heavy daily expense, it will be apparent that the procurement of the wax masters and metal matrices is attended with much difficulty and enormous expense.

"A highly important part of the paraphernalia carried on these expeditions is a large supply of wax blanks on which the wax master is recorded. The blank with the wax master recorded on its surface is returned to the United States as soon as a quantity sufficient to make up a shipment has accumulated, there to be put through the electroplating process. If facilities can be found in the foreign country the electroplating is done there, so as to minimize the

danger of loss or damage to the wax master in transit. In such cases it is the metal matrix which is returned."

The company further explains that neither of these articles can be used in a commercial way or to produce sound records in commercial quantities—they are merely preliminary steps. They are procured for the prime object of developing export business and, while it is true some are utilized for domestic purposes, the number is very small, and if domestic needs alone were considered they would not be made at all.

The continued free importation of copal gum and shellac, two highly essential ingredients in the manufacture of records, for which there is absolutely no substitute, was also requested.

## PIANO FIRM ADDS BRUNSWICK LINE

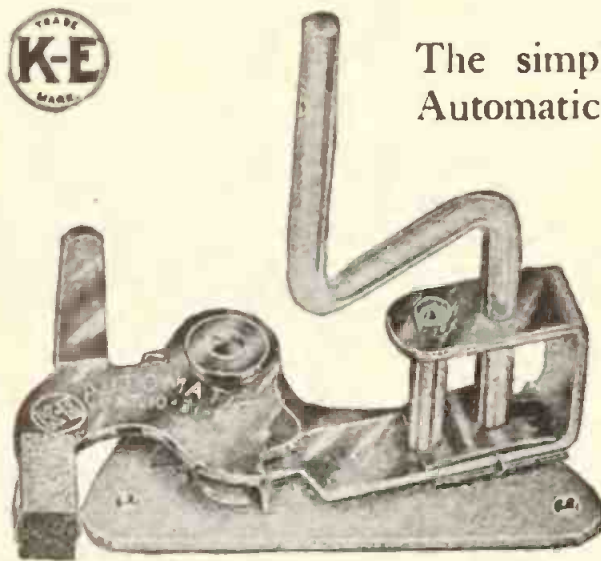
CORLANDT, N. Y., February 1.—The Hyde & Taylor Piano Co., one of the most progressive music concerns in this section of the State, has secured the local agency for the Brunswick line of phonographs, according to a recent announcement. A complete stock of these instruments, as well as Pathé phonographs, is now handled. A large record library gives patrons a wide selection.

## MOTHER LOVE AS AN AID TO SALES

The mother's love for her children is one of the strongest human forces and the talking machine merchant who takes this into consideration in his advertising is increasing his chances of success. Convince a mother that a talking machine is necessary for the musical education of her children and point out the happiness and power for good contained in the instrument and a big stride toward increased sales will have been made.

A new exclusively Victrola shop has been opened on Main street, Winamac, Ind.

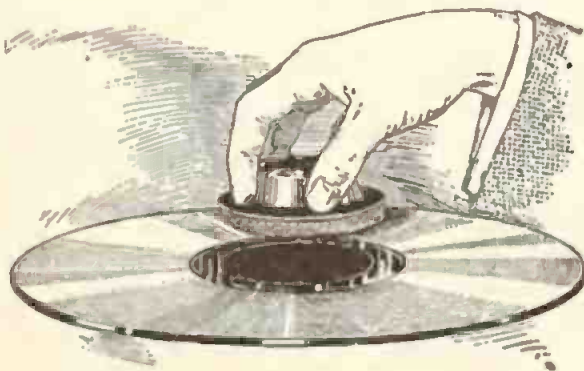
## AUTOMATIC STOPS



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

Send 50c. for Sample Stop

## SWEETEN THE TONE



with K-E and Simplex Circular Record Cleaners

Reduced Prices Big Profits Write for Particulars NOW

KIRKMAN ENGINEERING CORPORATION

484-90 Broome Street

New York



*The most significant recent innovation in the phonograph record industry is the introduction of the nationally popular*

# REGAL RECORDS

(List Price 50c)

The country's most progressive department stores have popularized them until their sales turnover stands today at a figure never before equaled in the trade.

Their phenomenally increasing sales are daily adding to the conviction that they are records of sensational quality.

With all trade pioneering difficulties overcome by a most auspicious introduction Regal Records are finally to be offered for dealer merchandising, and the opportunity for supplying communities not yet fully covered will be afforded a limited number of dealers in excellent standing.

If you are interested, we urge that you write *immediately*.

## REGAL RECORD COMPANY

206 FIFTH AVENUE

NEW YORK CITY





**ANECDOTES TO HELP RECORD SALES**

**Manner in Which Little Stories Regarding Noted Composers and Artists May Be Used to Stimulate Interest of Customers**

There are many suggestions offered from time to time as to ways and means for arousing and maintaining the interest of record customers, and particularly for turning their desires toward the better class of records. It is generally admitted, however, that one of the best ways for arousing the customer's interest is for the salesman to be able to offer some really worth-while information regarding the record itself, the recording artist or the composer of the music thereon. In this connection "The Voice of the Victor" last month had the following to say on this subject which is of such great importance and value to those members of the industry who desire to be equipped as real salesmen:

"Yes, Beethoven was deaf when he wrote that!"

"My!" said the customer. "D'you mean he never heard it played?"

"No," answered the salesman. "That is, not properly. He'd been going deaf for some time, but not till he wrote the Fifth Symphony did he realize it to the full. He put everything he felt into that music. Listen to the opening. He called it 'Fate knocking at the door.'" And the salesman played just the opening of Victor record No. 18124.

"My!" said the lady again, stunned as many another has been by the appalling force and simplicity of that tremendous theme.

"All through the record you'll hear that bit of tune. Not always the same notes, of course, nor always loud. Sometimes it crops up in the bass just a little—hardly noticeable unless you are listening for it; but it's there all the same."

"That surely is interesting," said the lady. "I'll take that record. What others have you got by Beethoven? I wish I knew as much about music as you do."

The salesman bowed and blushed. He would

have liked to tell her that he knew nothing of music—didn't know B flat from A sharp. As a good salesman, however, he kept silent and failed to explain that you don't have to know anything about music in order to acquire a little knowledge about the men who make it.

This salesman was not a highbrow, but he had contracted the habit of reading magazines and newspapers on the train and in hotels while on the road. Having settled down to an inside job in a Victor department it occurred to him he might just as well read a few stories and biographies about musicians. It was a bit hard to begin; but having begun it was hard to quit. Alice M. Diehl's "Life of Beethoven," for instance, proved to be quite as interesting as any newspaper account of the life of Jack Dempsey. The facts about Mozart proved far more fascinating than the fiction in "Snappy Scraps." He was surprised to find on reading Streatfield's "Handel" that Handel was no dry-as-dust musician, but a real live business man, who went bankrupt half a dozen times, paid his debts and began again as an opera impresario. He picked up Crowest's "Anecdotes of Musicians" and discovered that Rossini was as full of quips as he was of melodies. He enjoyed Wagner's fight for his ideals; Schubert's unconquerable simplicity; Chopin's delicate frailties; Liszt's romances and Mendelssohn's cheery optimism. He found that understanding the men enabled him to understand their music.

Perhaps fifteen or twenty books were enough to give him the material that set him up for life as an expert record salesman. Customers came to him because he gave them a new slant on the better kinds of music. He had a background for his sales talk.

He supplemented his book reading by studying the current musical magazines so as to keep track of the Victor artists. He watched with interest their new ventures from opera to concert platform, or vice versa. He watched them grow in favor; saw how each new development of their art was reflected in their records.

Did it pay? You know it did!

**"BLACK DIAMOND" GRAPHITE Spring Lubricant**

*The Lubricant Supreme*



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

Manufactured only by

**HARTZELL CRUCIBLE CO.**

North Side, Pittsburgh, Pa.

Factory Representative

**LOUIS A. SCHWARZ, INC.**

1265 Broadway, New York City

**S. F. LARRIMORE**

3836 Easton Ave., St. Louis, Mo.

FOR SALE BY ALL LEADING JOBBERS

**TO SEE NEEDS AND CREATE NEEDS**

The foundation of all business is to see needs and to create needs. The man who wants to become rich must not believe that it is sufficient to open one more shop of a certain kind in a city where there are already a thousand of such shops. If he cannot offer an improvement, a novelty, a stimulant to the public, he will fail. Those who complain about ruinous competition complain in reality about the lack of ideas. Moreover, a business man ought to realize that his appeal must be either very intense or very general if he wants to be a success. If I want to sell for a million dollars I must either induce a thousand people to buy for a thousand dollars each or I must find one hundred thousand people who will bring me ten dollars each for my goods. To succeed with my new needs I have to figure with the old needs of customers.



Showing Reproducer of Jewel needle equipment turned up to change needle. Also position when not in use.

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

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

Needle scratch almost entirely removed.

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

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



Showing Jewel needle equipment in position for playing vertical cut records.

**THE IMPROVED Jewel ATTACHMENT FOR EDISON**

**NOT Just Another Attachment BUT**

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

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your jobber does not handle, write us.

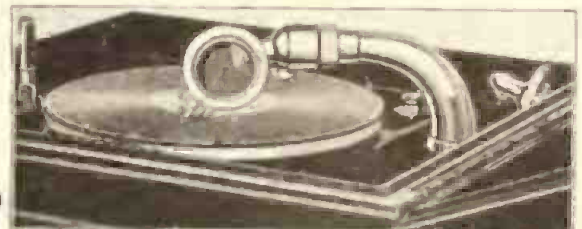
Price the same. Liberal discount to dealers.

**GUARANTEED IN EVERY WAY.**

**MONEY BACK IF NOT SATISFIED.**

We handle highest grade Jewel Point Needles.

Made in Canada by W. H. Banfield & Sons, Ltd., Toronto.



Showing face view of Jewel needle equipment in position for playing lateral cut records.

Needle CENTERS on all records.

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

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

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

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



Showing back view of needle equipment in position for playing lateral cut records.

**JEWEL PHONOPARTS COMPANY**

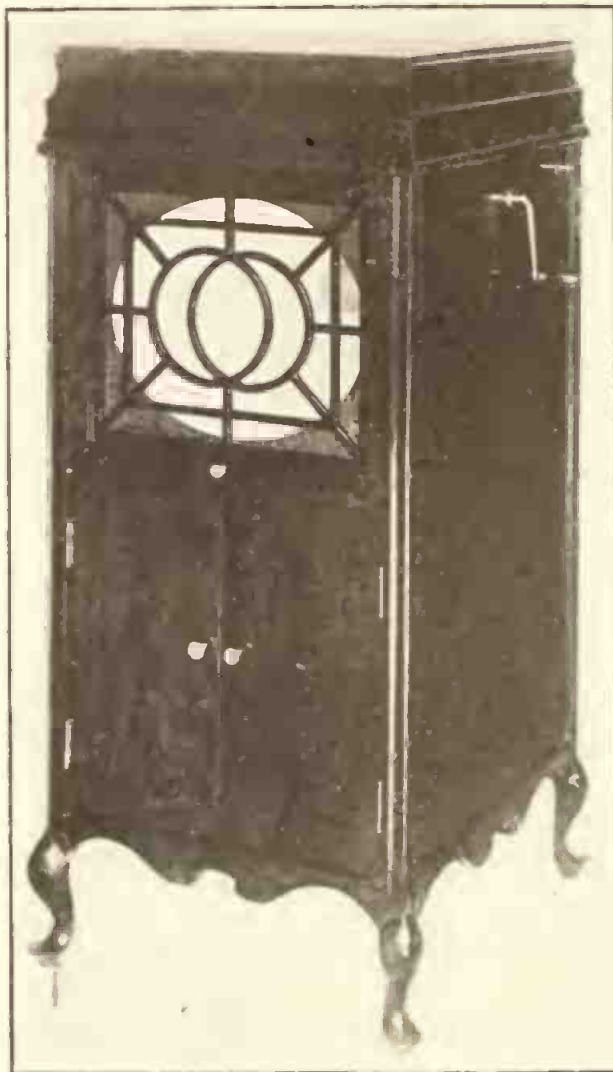
**154 W. Whiting St., Chicago**



# CARDINAL Phonographs

*Unmatched Beauty*

*Models in  
Mahogany and Oak*



# CARDINAL Records

*Unexcelled Sweetness*

*New Record Issues  
Every Month*

Model No. 40—Mahogany, walnut. Height, 49 inches. Width, 21 1/2 inches. Depth, 23 1/2 inches. Cardinal Tone Chamber, Tone Modifier, Automatic Stop, Cardinal Filling System. Automatic Top Support.  
Price ..... \$175.00

## WRITE FOR AGENCY TERMS

You are primarily interested in two things: Selling a Phonograph of Quality and selling that Phonograph at a worth-while profit.

Because the first will assure you satisfied patronage and the second financial gain.

The New Cardinal Phonographs and Cardinal Records make possible the exact fulfillment of the two things aforementioned.

A booklet, The Cardinal Proposition, and another, The Cardinal Phonograph, tell in a clear, understandable way why the progressive dealer should fully inform himself regarding the opportunities in Cardinal Products. Write to the address nearest you for full information. No obligation, of course.

**Factory: ZANESVILLE, OHIO.**

**NEW YORK**  
106 East 19th Street

**CINCINNATI**  
137 West Fourth Street

### *Distributors*

*The North Western Phonograph Supply Co.*  
203 Ryan Bldg., St. Paul, Minn.

*The Tiffany Phonograph Sales Co.*  
1404 East 19th St., Cleveland

*The Smith Woodward Piano Co.*  
1017 Capitol Ave., Houston, Tex.

# CARDINAL

E S T A B L I S H E D 1 9 1 4

## PHONOGRAPHS and RECORDS



## INTERESTING DATA ON HANDLING OF TALKING MACHINES

Report Compiled by National Retail Dry Goods Association After Countrywide Survey of Talking Machine Trade and Its Possibilities Offers Many Facts for Consideration

A most interesting survey of the talking machine trade as now constituted and of the sales possibilities of talking machines and records from the viewpoint of the general drygoods or department store has been prepared by the National Retail Dry Goods' Association through its Bureau of Research and Information. The survey is most exhaustive and goes into great detail regarding the comparative sales values of various makes and styles of machines and records based upon actual reports gathered from various sections of the country. The survey has to do particularly with the handling of talking machines in one of the departments of a department store, rather than buying or selling them as distinctive products.

Early in the report it is stated that the appearance and quality of a phonograph or a record cannot be regarded as a prime sales factor if the machine is not widely known. Although there are more than 150 phonograph manufacturers who have been producing machines for the past four years, less than a dozen are known to the layman, it is pointed out, and, of this number, only a few machines have obtained prominence. The answer to the question asked the stores as to the advisability of carrying less well-known brands was invariably that the standard makes are by far the best profit-making propositions. A table is furnished in the report giving a list of well-known machines and the number of stores handling each.

### Some Interesting Figures

On the basis of the sales for 1919, as determined by the census, and the rapidly increasing

interest in phonograph music from the social and educational standpoint, one authority has estimated that the next twelve months will develop sales aggregating 1,500,000 machines and 100,000,000 records. According to the best available information, 6,000,000 phonographs have already been sold in the United States, the 1919 census disclosing that 2,226,000 talking machines were produced in that year. If the estimate of a million and a half machines this year is verified one new machine would be provided for every seventy-two inhabitants.

A few of the technical details with respect to phonographs are given in the report, so that the merchant may familiarize himself with the different makes.

### Where Department Should Be Located

Passing on to a consideration of where the talking machine department should be located, the report states the thirty-four stores questioned indicated a wide range in selection. Ten stores located the department on the fourth floor, while nine located it on the third floor. Only five of the thirty-four stores advised locating the department on the main floor. There was, moreover, a unanimous sentiment expressed that a talking machine department could be successful without a musical or a furniture department in the same store.

Where the sale of records has been tested out for desirable location some interesting results have been obtained. A large department store in the East recently put on a sale of dance records. They used a small four-foot table on the ground floor, and, without demonstration, sold twelve times as many records as were sold in the regular talking machine department, located on the sixth floor, where all the facilities for demonstrating the records were available. It is explained in the report that this should be conclusive evidence that records of this type are impulse goods and are bought by customers hurrying through the store who never think of going all the way to the upper floors to buy them. A small booth located on the main floor with a sample machine and new releases of dance and song music should, therefore, add a new stimulus to the talking machine department.

"The employment and training of sales persons for a talking machine department," says the report, "is an important feature. They should have an appreciation of music and be able to talk music and to bring out the fine points of the machine and cabinet as an adorning adjunct to the living-room furniture. The value of a salesperson knowing some of the technical details of the machine is obvious. Customers often want technical explanations, and the sale may depend upon the ability of the salesperson to prove the technical superiority of one machine over another."

### Questionnaire for Salesmen

A list of questions which their salespersons must answer has been prepared by a Brooklyn concern. There are fifty-nine questions on the list, and they cover a wide range of desired information, covering wood finishes, motor types, reproducers, record types, needles, etc. These questions, which are given in full in the report, are drawn up by the training department in cooperation with the department buyers. They are given to the salesperson at the beginning of the training course, and she is supposed to find out the answers for herself from all available sources in the store within a limited time.

All of the stores reporting to the Association in the inquiry on talking machine departments make use of time payments and this is said to be the case with practically every large store. The percentage of phonographs sold on the instalment basis in twenty-seven stores reporting ranged from 10 to 100 per cent. The average was 67.2 per cent.

"Of all the people who purchase talking ma-

(Continued on page 34)



### THE ONLY IMPORTED PHONOGRAPH DISC SELECTIONS RECORDED IN ITALY

and sung by the best and most popular artists of that celebrated land of sweet and enchanting music.

### NEW SELECTIONS SONGS — DANCES COMICAL DIALOGUES

#### 10-inch Disc—Double Face—75c

- 00927 Santa Lucia Luntana. Orch. Acc. Cav. Uff. G. Godono, Tenor  
Donna. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00929 Core Signore. Orch. Acc. Cav. Uff. G. Godono, Tenor  
Pusilleco Dorne. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00931 Filava Filava. Orch. Acc. Cav. Uff. G. Godono, Tenor  
Napule. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00945 Reginella. Orch. Acc. Cav. Uff. G. Godono, Tenor  
Sercnata a Pusilleco. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00947 Le Rose Rosse. Orch. Acc. Cav. Uff. G. Godono, Tenor  
Giovinezza di Baci. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00949 'A Canzone e Pusilleco. Orch. Acc. Cav. Uff. G. Godono, Tenor  
A Luna e Napule. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00953 L'Inglese a Napoli. Orch. Acc. R. Ciaramella  
Non te Voglio Cuncette. Orch. Acc. R. Ciaramella
- 00955 Tic Tic-Tic Ta. Orch. Acc. R. Ciaramella  
Pierrotta. Orch. Acc. R. Ciaramella

#### 12-inch Disc—Double Face—\$1.25

- 10004 Santa Lucia Luntana, 3 parts. Orch. Acc. Cav. Uff. G. Godono, Tenor  
Carmen Zita. Waltz. Cav. Uff. G. Godono, Tenor
- 10003 Muatterema Luntana, 3 parts. Orch. Acc. Cav. Diego Giannini  
I Soldatini di Piombino. March. Military Band

NOTE—With every Song Record we give the words Free.

### We are also manufacturers and distributors of SPECIAL MUSIC ROLLS

#### ITALIAN AND NEAPOLITAN SONGS WITH WORDS

- x153a—A Luna e Napule. Spagnuolo. 51.25
- x111a—'A Tazza e Caffè. Passone. 1.25
- x165a—Core Signore. Valente. 1.25
- x152a—Filava Filava. Bixio. 1.25
- x149a—'O Mare Canta. Iana. 1.25
- x163a—Rimpianto (Buona Nette Signora). Camerlingo. 1.25
- x135a—Santa Lucia Luntana. Mario. 1.25
- x167a—Tic-Tic-Tac. Lano. 1.25

#### DANCES

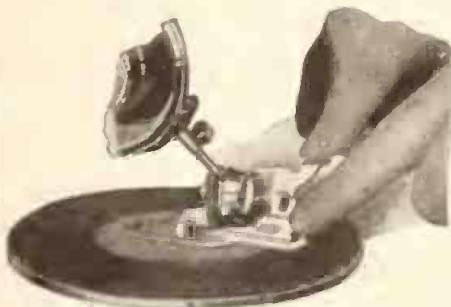
- Valtzer
- x39a—Fortuna. Camerlingo. 50.85
- x49a—Lotta d'Amore. Della Rosa. 0.90
- Polke
- x146a—La Bella Bruna. Ghilardenghi. 1.00
- Mazurke
- x128a—Floritura di Rose. Camerlingo. 1.00

Write for catalogue and discount to trade

## THIS is the MISSING LINK in a Fibre Needle Sharpener

You don't have to remove the NEEDLE from the TONE ARM to SHARPEN

It's 5 years ahead of the times CONVENIENT



MECHANICALLY RIGHT

Very Simple

## LIDSEEN FIBRE NEEDLE CUTTER

Let us send you a sample and further details

LIDSEEN PRODUCTS  
832-840 So. Central Ave. CHICAGO

FAST SELLER

GOOD PROFITS





**Rosa Ponselle! That's enough to sell any record to music lovers. "Scenes That Are Brightest," from Wallace's opera *Maritana*, is the title of this wonderful March record. 49982.**

**Columbia Graphophone Co.  
NEW YORK**

### DATA ON HANDLING OF "TALKERS"

(Continued from page 33)

chines on the deferred payment plan," the report explains, "approximately 90 per cent of them pay out the full amount. Of these about 30 per cent take the full time to make their payments. About 10 per cent pay up the full amount in four months, and approximately 20 per cent complete the payment in one-half the time allowed them. Retailers have to take back only 10 per cent of the machines they sell on the instalment plan. One of the principal manufacturers has lost only five machines in three years from people moving and taking the machines with them.

"It is pointed out that the great stumbling-block which department stores encounter in handling talking machine sales is that they make their terms of contract too liberal. This, it is claimed, should not be done. The consensus of opinion seems to be that the term of contract should not run longer than a year and each payment should be as large as possible. 'You will find,' one successful manager says, 'if you ask higher monthly payments than the average, and show to the people that the service you give is worth that extra charge, you will be able to get the larger payment without any trouble.

#### The Problem of Collections

"Following up delinquents on instalment payments, according to a buyer for a large Western house, has developed into one of the most valuable adjuncts to his sales promotion work. Real-

izing that customers resent the call of the most diplomatic collectors, yet, being confronted with the necessity of securing the money, this buyer tried to 'sugar coat' the pill. He 'fired' two intelligent women whom he employed as collectors and hired them over again as a service corps. When he sent them out to see delinquents he furnished them with grips containing the latest and best records, with instructions to use them to test the customer's machine.

"Ostensibly these women were to see that the machines they had sold were in good condition and were giving satisfactory service. On such a mission they received the most courteous treatment. The plan soon developed into the women being so pleased with the visit of the store repre-

### JORDAN JOINS WURLITZER FORCE

Brooklyn Man Appointed Assistant to Manager Brennan—Growth in Business of Victrola Department Expected During the Year

The Victrola department of Wurlitzer's, New York, has just closed a most successful year and, according to Herbert Brennan, manager of this department, all indications point to a larger and better business during 1922.

J. M. Jordan, formerly manager of the Arthora Shop, Victor dealer in Brooklyn, N. Y., has been appointed assistant to Mr. Brennan, to take the place of T. F. Moran, who has resigned from the company. Mr. Jordan is a man of ten years' experience in the talking machine business, all

of which has been devoted to the merchandising of Victor products, and comes to the Wurlitzer Co. with a fine reputation. Mr. Moran is to be connected with an export and import concern, of which he is a member, and carries with him the best wishes of the New York talking machine trade for his success in this new venture.

The total expense reported by the stores in operating their phonograph departments averages 30.63 per cent, with 46.9 per cent for the highest and 19.1 per cent for the lowest. The average mark-up is 40 per cent. Full figures on these items and others are given in the report.

### CARUSO RECORD INCOME \$250,000

New Jersey Court Appoints Late Tenor's Widow Administratrix of New Jersey Estate

TRENTON, N. J., February 1.—The appointment of Mrs. Dorothy Park Benjamin Caruso as auxiliary administratrix of the estate of Enrico Caruso, late Victor artist and world-famous tenor, in New Jersey brought out the fact that the property left by Caruso includes a contract with the Victor Talking Machine Co. under which the deceased tenor or his personal representative is to receive in perpetuity royalties amounting to 10 per cent of the catalog price of all his records sold by the company. The amount of these royalties is estimated at not less than \$250,000 per annum.

### CLOSING OUT PIANO LINES

CUYAHOGA FALLS, O., February 4.—Business the first two weeks of the new year was not over-active with the retail music dealers of Cuyahoga Falls, according to W. M. Hale, local Victor representative, and whose store is the largest handling musical instruments in this city. Mr. Hale will close out his piano stock and will handle talking machines exclusively hereafter, he announces.

### GRIGGS PIANO CO. BUYS BRANCH

MUSCATINE, IOWA, February 2.—The entire stock of the D. A. Fesler Co., a prominent music house here, has been purchased by the Griggs Piano Co., of Davenport, Iowa. The latter firm will close out the Fesler stock and replace it with its own lines, including the Steinway and other well-known pianos. E. P. Wickersham will manage the local branch.

When a manufacturer, distributor or dealer is "tight" he is likely to get "pinched."

## VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

*Boulevard*  
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

## A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845





Presenting  
**Ferdinand Himmelreich**

on  
**Okeh Records**

*The Record of Quality*

**F**ERDINAND HIMMELREICH is undoubtedly one of the most gifted pianists of the day. These two records are wonderful examples of his genius as a transcriptive pianist. His technique is remarkable and the recording unusually clear. Okeh dealers are urged to stock these records, for they will be sought by the public.

- |                       |   |  |
|-----------------------|---|--|
| 4506<br>10 in.<br>75c | { | LUCIA DI LAMMERMOOR—Sextette—Piano Solo (Transcription by Ferdinand Himmelreich) (Donizetti) ..... Ferdinand Himmelreich |
|                       |   | SILVER THREADS AMONG THE GOLD—Piano Solo (Transcription by Ferdinand Himmelreich) ..... Ferdinand Himmelreich            |
| 4491<br>10 in.<br>75c | { | TRANSCRIPTION OF SWANEE RIVER (Forster-Himmelreich)—Piano Solo, Ferdinand Himmelreich                                    |
|                       |   | THE LURE OF SPRING (Ferdinand Himmelreich)—Piano Solo ..... Ferdinand Himmelreich  |
- (MEHLIN PIANO USED)

## To Okeh Dealers!

**Y**OU possess a tremendous asset in the fact that the Okeh catalog includes a large number of the best standard records. There is always a steady, dependable demand for these records. They have no limited season, no over-night sales fluctuation, nor are their sales dependent upon fickle fancy. Standard selections are always in demand!

**C**ELEBRITY records of artists, whose names have made musical history, are essential to any modern record stock. Their sales value, like that of standard records, is steady and dependable.

**R**OUND out your stocks now with Okeh standard and celebrity records. They mean sure sales for you.

# Okeh Records

*The Record of Quality*

**General Phonograph Corporation**

OTTO HEINEMAN, President

25 West 45th Street, New York City









# BRUNSWICK PHONOGRAPHS AND RECORDS



## Krueger's Orchestra at Delmonico's Now Exclusively Brunswick

Bennie Krueger's Orchestra, at present playing in the famous Club Durant, at Delmonico's, New York, is another of the well-known and popular organizations to become an exclusive Brunswick orchestra.

The name "Bennie Krueger" on a Brunswick Dance Record has always had a strong sales value. Wide awake dealers will capitalize and cash in on the fact that in the future Bennie Krueger will record *only* for Brunswick.

Brunswick has created a New Standard in Records.

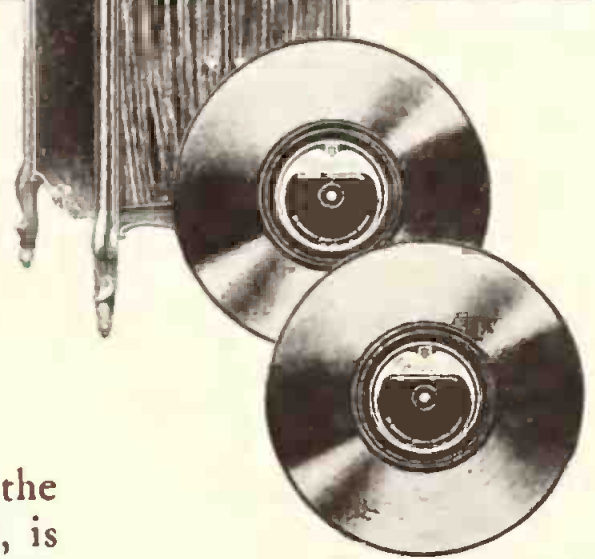
16 selections by Krueger's Orchestra are now in the Brunswick catalogue.

Others are soon to be released.

THE BRUNSWICK-BALKE-COLLENDER CO.

*Manufacturers—Established 1845*

CHICAGO NEW YORK CINCINNATI



© B. B. C. Co., 1922

### Other famous artists and organizations now exclusively Brunswick

Leopold Godowsky  
Bronislaw Huberman  
Elly Ney  
Richard Strauss  
Max Rosen  
Elias Breeskin  
Willem Willeke

Mario Chamlee  
Giuseppe Danise  
Florence Easton  
Claire Dux  
Tino Pattiera  
Marie Tiffany

Theo. Karle  
Irene Pavloska  
Richard Bonelli  
Virginia Rea  
Dorothy Jardon  
Irene Williams

Isham Jones' Orchestra  
Bennie Krueger's Orchestra  
Carl Fenton's Orchestra  
Gene Rodemich's Orchestra  
Vessella's Italian Band







## ANNUAL CONVENTION OF CENTRAL OHIO VICTOR DEALERS

Will Be Held at Hotel Chittenden, Columbus, February 14—More Than 150 Dealers Expected to Attend—Caruso Records in Demand—Many Whitsit Co. Visitors—Notable Artists Heard

COLUMBUS, OHIO, February 5.—Word just comes from Leslie I. King, president of the Central Ohio Victor Talking Machine Retail Dealers' Association, that the first annual convention of this Association will be held at the Hotel Chittenden on Tuesday, February 14. More than 150 retail dealers are expected to attend this meeting. Frank Sell, of the firm of Sell Bros., of Delaware, O., is the secretary and is in charge of the program. According to Mr. Sell, men of national prominence are being secured to address the delegates attending this convention.

In commenting on this coming convention, Mr. King stated that its purpose will be educational. "It is the hope of the officers and executive committee of this organization that each delegate will go away from this meeting better equipped with knowledge for carrying on a more successful business than ever before." Columbus will be represented at this convention by seven delegates.

Columbus was particularly favored recently in having Victor Herbert, the famous conductor, composer and, last, but not least, gifted cellist, for the period of one week. Mr. Herbert conducted an orchestra at the James Theatre, one of the leading theatres in this city. No sooner did Victor Herbert complete his Columbus engagement at the James than large quantities of records of his well-known song, "Kiss Me Again," were sold to his many admirers.

Not a single day goes by without our selling a number of Caruso records. This is the statement invariably made by Victor dealers when interviewed on the general sale of records. "Some folks seem to be afraid that Caruso's records will advance in price, which, at the present time, does not seem likely, however, and therefore are purchasing this artist's records in considerable numbers," said one of the Victor dealers. During the past month the public here

has shown a strong leaning toward Alna Gluck's records.

With the coming of Kreisler to this city heavy sales of his records are anticipated.

The record "Ka-Lu-A"—"Blue Danube Blues," which is Hawaiian in style, is not only having a wide sale itself, but it is creating a demand for some of the older Hawaiian records.

All of a sudden, and without being able to account for it, Heaton's Music Store, 168 North High street, completely sold out a large number of Evan Williams' "Open the Gates of the Temple," by Mrs. Joseph Knapp. There has been an unusual demand, too, for the Mad Scene from "Lucia," sung by Galli-Curci, according to reports made by the Morehouse-Martens Co., South High street.

Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., left recently for a trip to the East. Among the cities she will visit are New York, Philadelphia and Camden, N. J. While in the last-named city Mrs. Beaver will visit the Victor Talking Machine Co.'s offices.

Reports coming from Ashland, Ky., make particular mention of the window decorations of W. S. Carter's store. An old Kentucky cabin, with the proper interior decorations and appropriate furniture arranged in an attractive manner, advertises the record "Tuck Me to Sleep." This window display attracted wide attention, not only from the residents of Ashland and other Kentucky cities, but critics from the metropolitan cities made very favorable comments.

Among the concerts which were given successfully during the past month are the Zinbalist-Werrenrath concert, which took place in Portsmouth, O., and the Lambert Murphy concert in Marion, O. The seat sale for the former concert was held at the Kay-Graham Co., Victor dealer. Henry Ackerman & Co. and the

### ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley'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

C. G. Wiant Co., of Marion, co-operated in making Murphy's concert a success. Olive Kline, another Victor artist, will appear in concert in Marion on March 30.

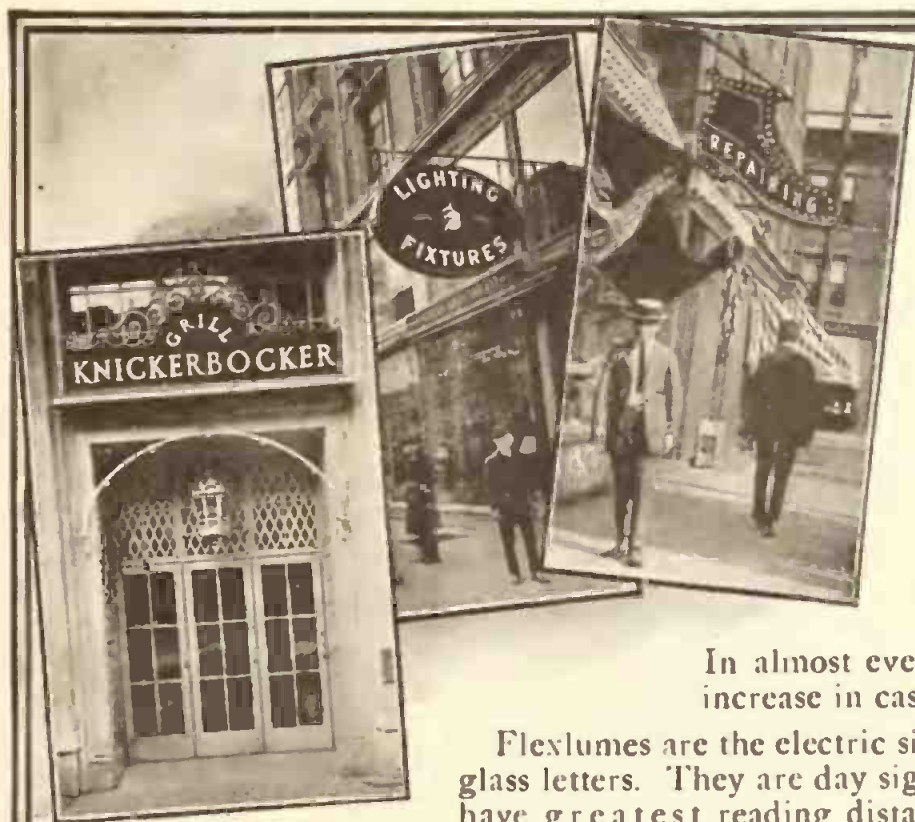
The business of the Morehouse-Martens Co., Victor dealer, has increased to the extent that it warranted the addition of three new people to its sales force, they being E. R. Todd, who formerly was connected with the Goldsmith Music Store (now going out of business); Fred Baer and Miss Hazel Underwood.

Retail dealers who visited the Perry B. Whitsit Co., wholesale Victrola jobber, 211 North Fifth street, include John Saum, of the Rike-Kumler Co., Dayton, O.; Don D. John, John's Music Co., Lima, O.; E. O. Callander, Spence Music Co., Zanesville, O.; Chas. A. Lowman, Troy Music Co., Troy, O.; Frank J. Pierson, Springfield, O., and C. R. Kerr, Sistersville, W. Va.

### PRODUCTION STEADILY EXPANDING

The new year opened well with the Mutual Phono Parts Corp., New York City. A. Frangi-pane, who is in charge of the production of this company, reports that they have found business very good thus far and that production at the present time is bigger than ever before. The quality of the merchandise has been improved and the plant has been enlarged, thereby increasing working facilities.

Did you ever notice that the fellow who growls a lot is usually dogmatic?



## A FLEXLUME SIGN—

You Can See Its Work in the Cash Register

A FLEXLUME Electric Sign does not stop with giving your storefront an atmosphere of quality, progress—it will bring you actual traceable sales.

This has been the experience of other retailers who have installed Flexlumes.

In almost every case they find an immediate increase in cash sales.

Flexlumes are the electric signs with the raised, snow-white glass letters. They are day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to meet your needs

**FLEXLUME SIGN COMPANY 36 Kail St., Buffalo, N. Y.**

Flexlume Electric Signs Made Only by The Flexlume Sign Company





# STEGER

*the finest reproducing  
Phonograph in the World*



Model 506



Model 502



Model 503



Model 509

THE full measure of success in retailing phonographs is enjoyed by the dealer who emphasizes the happiness and pleasure which good music brings to the home. To the merchant who gains customers in this way, the artistic Steger is an invaluable selling asset.

The Steger is famed for the sparkling vivacity and lifelike fidelity with which it reproduces the music of voice or instrument. Without any troublesome parts to change, the Steger plays all makes of disc records *correctly*.

The illusion of reality is at its best when music is reproduced by the Steger Phonograph. The wonderful Steger tone-chamber of even-grained spruce and the unique, patented, adjustable tone-arm make perfect rendition of every disc record certain.

**INSURE YOUR SUCCESS!**

The strong advertising and sales co-operation plan back of the Steger makes Steger representation valuable to the aggressive dealer. Write today for details of the Steger proposition and a copy of our latest style brochure.

*Phonograph Division*  
**STEGER & SONS**  
*Piano Manufacturing Company*  
 Steger Building, - - CHICAGO, ILL.  
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.  
*"If it's a Steger—it's the most valuable Piano in the world."*



Model 505



Model 504



Model 501



Model 510



Model 500



## NEED FOR ENACTMENT OF THE STEPHENS-KELLY BILL

Hon. Joseph E. Davies, Former Chairman of Federal Trade Commission, Sees Danger in Beech-Nut Decision—Public Should Be Protected Against Deception—An Illuminating Analysis

WASHINGTON, D. C., February 8.—Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, has given out a statement by Hon. Joseph E. Davies, former Commissioner of Corporations, and for several years chairman of the Federal Trade Commission, on the scope of the recent decision of the United States Supreme Court in the Beech-Nut case, referred to in *The Talking Machine World* last month, and concerning which there has arisen much controversy. Since his retirement from public office Mr. Davies has been the general counsel of the American Fair Trade League. The statement, which was prepared for the information of members of the organization, is undoubtedly of interest to readers of *The World* and reads, in full, as follows:

"This decision holds that a system of resale price maintenance, involving the co-operation of dealers or others which has the effect of restricting the competition of dealers in the sale of the product of the manufacturer employing such a system, is an unfair method of competition in violation of the Federal Trade Commission Act, even though no agreement, either express or implied, between the manufacturer and his distributors is proved. Such a restriction of dealer competition is held contrary to the declaration of public policy embodied in the present Anti-Trust Acts.

"But, on the other hand, the decision reaffirms the right of a manufacturer to refuse to sell to others who will not sell his goods at the prices he fixes for their resale if without any purpose to acquire a monopoly. While the individual right to refuse to sell is recognized by the court, its condemnation of any co-operative means of accomplishing the maintenance of resale prices makes necessary the use of the utmost caution in following such a policy.

"The order as amended by the court enjoins the company from carrying into effect the Beech-Nut policy by co-operative methods in which the respondent and its distributors, customers and agents undertake to prevent others from securing the company's products at less than the price designated by it. It thus requires the company to refrain from any co-operation with distributors, customers or even its own agents designed to prevent other distributors or the ultimate consumer from securing the company's products from any source or at whatever price they may be able to secure them. Such co-operative methods accomplished by the following means are condemned:

"1. The practice of reporting the names of dealers not observing the resale prices.

"2. The listing of dealers as undesirable customers not to be supplied until they give satisfactory assurance of their purpose to maintain the designated prices in the future.

"3. The employment of salesmen or agents to report dealers not observing resale prices and the diversion of orders of purchase secured by specialty salesmen from wholesalers and jobbers who fail to observe resale prices to those who do observe them.

"4. The use of numbers and symbols on cases for the purpose of ascertaining the names of dealers who sell at less than the suggested price or who sell to others who sell at less than the suggested price in order to prevent such dealers from obtaining the products of the company, or

"5. Any other equivalent co-operative method.

"While this decision again recognizes the individual right of refusal to sell in the absence of a monopolistic intent or effect, there has been injected into the situation a new factor so far as the exercise of a resale price policy is concerned, to wit: that even co-operative methods employed between manufacturers and dealers without any agreement may result in a violation of the law. To effectively conduct a resale price selling policy free from any element of co-operation with dealers, in the practical conduct of the

business, would require the highest order of legal knowledge and discernment and constant legal supervision over the sales department. Otherwise, even though projected with the best of intentions, there would be grave danger of unconsciously coming within the inhibitions of the law.

"This decision confirms not only my own opinion frequently expressed but the good judgment of the directors of the American Fair Trade League who have based their policy upon the theory that what is required to protect this

### GENNETT ARTIST IN VAUDEVILLE

Flo Bert's Singing With One of Her Own Gennett Records on a Starr Phonograph Proved a Big Feature of Popular Act

One of the features of big-time vaudeville at the present time is Flo Bert, well-known vaudeville star and Gennett record artist, who, as a member of the new vaudeville act of Brendel and Bert, wins great applause by singing with one of her own Gennett records played on the Starr phonograph.

In order to be sure of having a Starr phonograph on the stage in every city where she appeared, so that she might use it in her act, Miss Bert purchased a Style X phonograph through the Starr Piano Co. branch in Pittsburgh, Pa., and in writing to the district manager, H. C. Niles, regarding the purchase she said:

"In giving you my order for a Style X Starr phonograph for use in my present vaudeville act, may I at the same time express to you my appreciation of the truly wonderful tone quality this phonograph gives forth? That I believe this tone quality is necessary for the exact requirements of my use is well shown by the fact that I have gone to the expense of purchasing

legitimate right of manufacturers is modernized legislation—a position which is supported by the commendation not only of the leading economists, publicists and statesmen of the United States, but recommended as well by the Federal Trade Commission.

"The constructive solution of this vexatious situation, so far as manufacturers are concerned, lies in the enactment of the *Stephens-Kelly Bill* protecting the manufacturer in the good will established for his trade-marked articles and protecting the public against deception and depreciation of the high quality of trade-marked merchandise. The law must be made responsive to modern business facts and the most progressive thought of the country." The talking machine trade will agree with these sentiments.

this machine and will be compelled to ship this rather than run the risk of not finding a Starr available in every city where we will appear. 'Harmonizing' with myself is quite easy when I have my Gennett record and the Starr phonograph to play it."

### SALES POINTER WORTH KNOWING

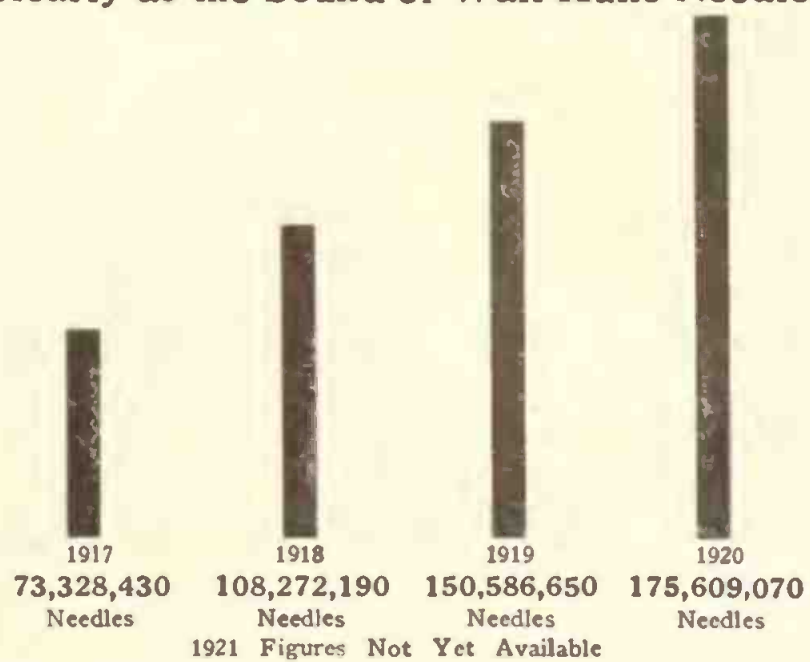
Publicity Either in Advertising or Catalog Form Must Be Tied Up With Sales Force

Speaking of the catalog and its importance when rightly conceived, J. F. Cameron recently pointed out in *Printers' Ink Monthly* that the catalog should not act as a substitute, but rather as a supplement of the sales force. This is a subject frequently overlooked by manufacturers, and the same really applies to trade paper advertising. The catalog or the advertising in the trade papers will not alone bring business to the manufacturer, they must be supplemented by personal calls of the sales force. In this way the manufacturer reaps the harvest from the seed of information laid by the catalog or the advertisement. It is the combination of publicity with personal solicitation and intercourse that counts.

## WALL-KANE NEEDLES

### Continuous Growth

Figures Talk Louder Than Words and as Clearly as the Sound of Wall-Kane Needles



*This Proves Success, and the Demand Is Still Growing*

**GREATER NEW YORK NOVELTY CO.**

3922 14th Avenue

Brooklyn, N. Y.

Manufacturers of the Wall-Kane Needles

*Some Jobbing Territories Still Open*



## Why You Should Sell Sonora Phonographs Reason Two—New Models



*Canterbury*



*Lafayette*

**S**ONORA never sleeps—never rests on its laurels. Instead, Sonora craftsmen and designers are constantly adding new triumphs to old. This unceasing progress means keeping alive and alert the public interest in Sonora, galvanizing the buying impulse, bringing ever new relays of customers to Sonora Dealers.

### *The Canterbury*

For example, the Canterbury, a striking development in Period Models, has met with a popularity even its makers could not have predicted. Beautifully designed and finished along the celebrated Hepplewhite lines, it has created a demand far greater than the possibility of supply. In construction, tone quality and number of special features, the Canterbury has no match among Period Phonographs other than the Sonora.


### *The Lafayette*

The Lafayette is still another step forward in Period Phonograph evolution. In its elegance there is that simplicity of line that bespeaks the utmost of aristocratic taste. There will be an unprecedented rush for this latest Sonora Period, which embodies all the quality that has made Sonora that ever-profitable line for dealers to feature.

Whatever phonographs you carry at the present time, it will pay you to add the famous Sonora, which brings prestige and increases profits.

**“The Highest Class Talking Machine in the World”**

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL



SONORA PHONOGRAPH COMPANY, Inc.

GEORGE E. BRIGHTSON, Pres.

NEW YORK : 279 BROADWAY

Canadian Distributors, I. Montagnes & Co., Toronto





### List of Distributors

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

**Griffith Piano Co.,**  
605 Broad St., Newark, N. J.  
State of New Jersey.

**Hessig-Ellis Drug Co.,**  
Memphis, Tenn.  
Arkansas, Louisiana, Tennessee, Mississippi.

**Kiefer-Stewart Co.,**  
Indianapolis, Ind.  
Entire State of Indiana.

**Lee-Coit-Andresen Hardware Co.,**  
Omaha, Nebr.  
State of Nebraska.

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

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

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

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

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

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

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

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

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

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

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

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

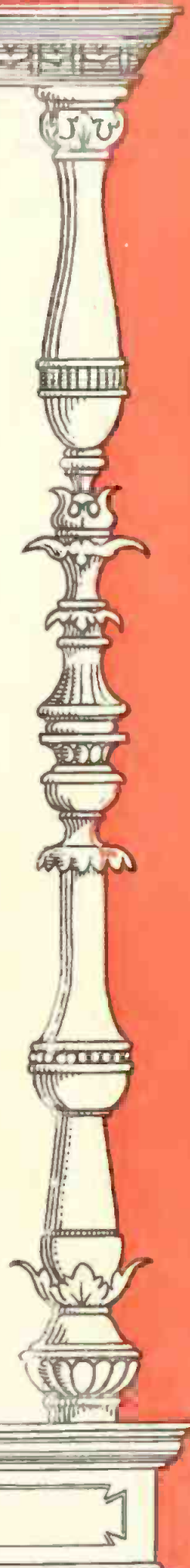
**Yahr & Lange Drug Co.,**  
Milwaukee, Wis.  
Wisconsin, Upper Michigan.

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

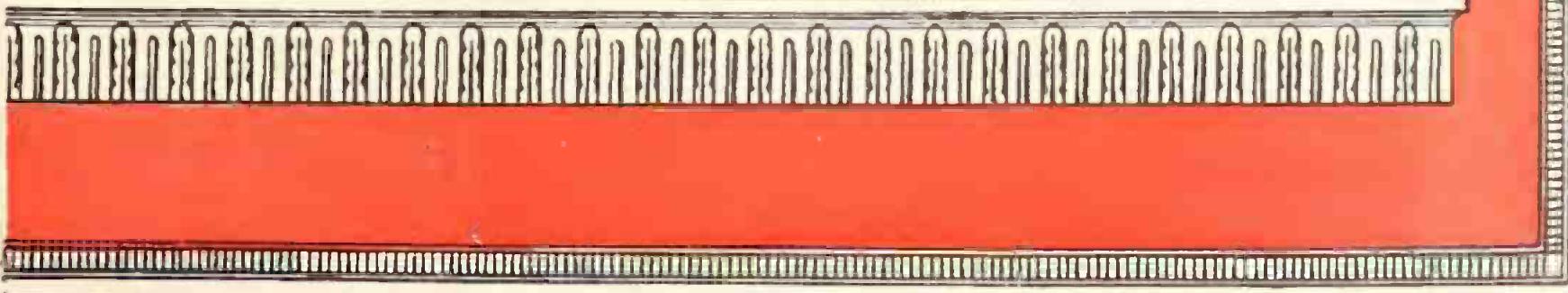
**Sonora Dist. Co. of Pittsburgh,**  
4130 Jenkins Arcade Bldg., Pittsburgh, Pa.  
Western Pennsylvania and West Virginia.

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

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



THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL





### COLUMBIA DEALERS ELECT OFFICERS

Grafonola Dealers' Association of Philadelphia Holds Enthusiastic Meeting and Chooses Officers and Directors for Ensuing Year

PHILADELPHIA, PA., February 2.—The Columbia Grafonola Dealers' Association of Philadelphia met on Tuesday of last week in the Model Shop of the local branch. The most important business before the house was the election of officers, which resulted as follows: President, G. J. Oldewurtle; vice-president, Thomas Kenny; treasurer, J. E. Williams; secretary, E. J. Foley, Jr. The directors are as follows: Miss Eastburn, B. Futernik, R. Borrelli, H. Sommers and Mr. Kelleher.

The dealers unanimously elected the management of the local branch, namely: P. C. Cummin and E. A. Manning as honorary members of the association. While about fifty of the dealers of Philadelphia and vicinity were represented at the meeting, the plans at present are to include eventually all of the dealers that come under the territory of the Philadelphia branch.

The dealers displayed much enthusiasm over their organization, and in this connection President Oldewurtle said: "The officers are going to make the meeting so interesting that the members will 'miss a meal to attend.'" Messrs. Cummin and Manning assured the organization of their co-operation and the heartiest support of the company.

### CHANGES IN STEWART ORGANIZATION

W. R. Finigan, Manager of Talking Machine Department, Is Made Merchandising Manager—George Thixton Added to Staff

LOUISVILLE, KY., February 3.—A number of changes have been made recently in the management of the various departments of the Stewart Dry Goods Co., Victor dealer, of this city. W. R. Finigan, who has been in charge of the company's large talking machine division for the past few years, has been made assistant merchandising manager. His former position is being filled by W. G. Frederick, manager of the piano department. Robert John has been promoted to the detail manager's position of the talking machine department, and George Thixton has rejoined the company after an absence of several years.

Miss Mildred Gilligan has joined the sales staff of the H. C. Prange Co., Sheboygan, Wis. The talking machine department of this establishment was recently enlarged to handle an increasing business.

### BETTER BUSINESS BUREAU REPORT

Number of Matters Relating to Misleading Advertising, "Gyp" Dealing, Fake Publishers, Etc., Handled During Month of December.

The Better Business Bureau of the Music Industries Chamber of Commerce has issued a report covering the activities of the Bureau during the month of December. This is the first monthly report issued in some time and indicates that the Bureau is still functioning actively. When the Bureau was under the direct auspices of the National Association of Music Merchants the director, C. L. Dennis, issued a complete monthly report which in itself proved a deterrent to many who might otherwise have taken a chance in the matter of fake advertising or unscrupulous sales methods. It is interesting, therefore, to see the report again resumed.

The December record of the Bureau is as follows:

Under the Bureau instructions to a clipping service to furnish questionable music trade advertisements from all parts of the country, a total of 669 clippings were submitted to and examined by the Bureau during December. This examination removed 198 of the advertisements from the doubtful class, while 138 represented various dealers' versions of an aggressive campaign on one line of phonographs, and the remaining 333 were subject to suspicion or condemnation as regards "bait" features which the Bureau is seeking to modify or eliminate.

Only 24 matters affecting the music trade during the month were taken up by the Bureau in the usual direct way, and only five of these were new complaints. Six cases arising through the activity of other agencies, like the local Bureaus of the Associated Advertising Clubs, came to the attention of the Bureau indirectly.

The complaint in Docket No. 541 of the Federal Trade Commission was dismissed by that body on December 13. This is the last of five cases initiated by the Better Business Bureau in its general contention against over-pricing as a basis for false reductions, as outlined in No. 5 of our "Standards of Practice," which "condemns advertising or offering of instruments at prices higher than the standard market value as represented by prices fixed in a majority of sales actually made." In three of the cases, the Commission issued orders for the defendants to "cease and desist," while the last two cases to be disposed of were dismissed "without prejudice" in no way affecting the Commission's attitude of disapproval of the practices complained.

The continuation of "gyp" dealing, particularly in the phonograph field, constitutes a menace which weakens established methods of distribu-

### "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.

tion. Every individual member of the music trade owes it to his business to expose the vicious methods of the "gyp" and his sources of supply.

A request from the Dallas Music Industries Association for comment on price cutting was answered by the Bureau.

A flare-back from a Bureau case in the Southwest, in the form of an appeal against a Bureau criticism, was discouraged by the manufacturers to whom it was addressed, upon an explanation of the facts.

The danger of a destructive controversy in the reproducing piano field was averted by the prompt and creditable action of one of the interested principals advising his representative against further advertising like that which was complained of.

Further agitation against fake music publishers has resulted in plans for a definite campaign against their activity.

Starr phonographs and Gennett records are being featured by Wise, Smith & Co., one of the largest department stores in Hartford, Conn.



Queen Anne Period Model

Here It Is—

## A High-Grade Console Cabinet At a Popular Price

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

Attention, Mr. Victor and Columbia Dealer.

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

## THE CELINA SPECIALTY CO.

at CELINA, OHIO

"Where Better Furniture Is Built."





HERE IT IS!

*The*  
**FLETCHER UNIVERSAL  
 TONE ARM and REPRODUCER**

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

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

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

**TONE ARMS**  
*Fletcher*  
 REG. TRADE MARK  
**REPRODUCERS**

*Fletcher*  
 REG. TRADE MARK



Reproducer  
 and Connection  
 for  
**NEW EDISON**  
 Plays all Records

Dealers, Send for Prices and Terms

**FLETCHER-WICKES CO.**

**6 East Lake St., Chicago, Ill.**

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

SOMETHING ENTIRELY NEW IN TONE ARMS  
**THE FLETCHER "STRAIGHT"**



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

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore  
 Made in two lengths, 8½" and 9½" **SEND FOR PRICES AND TERMS**

**FLETCHER-WICKES COMPANY**  
**6 EAST LAKE ST. CHICAGO**

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



**TWO NEW REGAL STORES**

**Noble Sissle and Bronx Record Shop Open New Stores—Are Handling Regal Records Exclusively and Doing a Large Business**

Noble Sissle, star of "Shuffle Along," which has had a long run, has recently opened a talking machine shop at Thirty-eighth street and Seventh avenue, New York. He is featuring Regal records exclusively, making a particular feature of his own records which he has made for this company. Mr. Sissle is an exclusive Regal artist.

Another new concern recently formed in New York is the Bronx Record Shop at 149th street and Courtlandt avenue. J. A. Greenwald is the proprietor and Regal records are handled exclusively. For the period of five weeks since the opening of the store, Regal record sales were far beyond expectations. Actual figures show that in this time the average output of Regal records from the store was something over 2,500 per day, which affords ample evidence that the demand for this popular-priced record is large.

**ORCHESTRA DEVELOPS RECORD SALES**

**Phillips & Crew Piano Co. Forms Orchestra and Augments Machine and Record Sales**

SAVANNAH, GA., February 3.—A number of sales of Victor records and talking machines have resulted from a clever plan recently inaugurated by the Phillips & Crew Piano Co., Victor dealers, of this city. Through the efforts of Manager Bickman a dance orchestra, known locally as the Dixie Serenaders, has been formed. This organization has become extremely popular at dances and entertainments. At every performance a Victrola is used, which is placed well in the foreground, and as each selection is played the record number is announced on a neatly printed card.

**THE TIRED BUSINESS MAN**

When Mr. Jones exchanged a week of being tired at the office for one of being tired on the golf links, says Forbes Magazine, his office boy, George, was left in charge, with orders to report daily by letter. His first effort read:

"Dear Mr. Jones: Everything going fine at the office. No telephone calls, no buyers, and no orders. Faithfully yours, George."

"Business, to my mind, is the means to exchange knowledge, labor and skill for a living."



**Mr. Talking Machine and Phonograph Dealer**

It is the most successful dealer who canvasses his trade, and demonstrates one of his best machines.

Many a sale of a high-priced machine has been lost by showing the cheaper machine, because it is more easily handled.

With the Lea Talking Machine Truck, ONE MAN can make many demonstrations a day, and do it with SAFETY.

Write for Circular and Prices

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

**Self Lifting Piano Truck Co.**

FINDLAY, OHIO

**GENNETT RECORDS LIKED ON COAST**

**Starr Piano Co. Opens New Agencies in California—Price Reduction Received with Favor by Many Dealers in That Section**

SAN FRANCISCO, CAL., February 3.—The popularity of the Gennett records manufactured by the Starr Piano Co. is enjoying a steady increase in this territory, according to Manager Steinkamp, of the local headquarters. The company has opened several new accounts in San Francisco, Oakland and Berkeley. A recent Berkeley addition is the firm of Tupper & Reed, who find the Gennett line a very valuable addition to their stock. Letters have been received from various dealers congratulating the Starr people on their price reduction in phonographs and records. The addition of five new accounts in San Francisco alone was due in part to the reduction being made before the holidays.

**NEW PEERLESS SHOW CARD**

**Handsomely Lithographed Display Card, Featuring Peerless Albums, Now Being Distributed in the Trade—A Sales Help for the Dealer**

The Peerless Album Co., New York City, is now sending to the trade a new show card, lithographed in several colors and equipped with easel support, for display in the window, on the counter or in any other conspicuous position.

Phil Ravis, president of the Peerless Album



Peerless Album Co.'s New Show Card

Co., in speaking of the purposes of this new sign, said: "It is not designed so much as an advertisement, but as a means of educating the public to the permanent use of record albums.

"It is the duty of every manufacturer in these times to devote a considerable part of his advertising appropriation to dealers' sales helps. We are giving these expensive signs to any talking machine dealer who will display them, irrespective as to whether the dealer stocks Peerless albums or not. The fact is that this sort of material sells goods at the point of purchase, an important thought right now, and we realize that a larger distribution of albums of any description will mean greater record sales opportunities for the dealer because the empty album in the home is a constant invitation to the consumer to buy more records.

"It has been the policy of the Peerless Co., for the past two years, to suggest ways and means by which dealers could increase their record sales, and we believe this new sign, for both window and counter, is a forward step.

"Besides, there is a positive value at this season of the year in dealer window displays which carry the thought of record collections and classification. So many recipients of records of large and small assortments during the past two months are more than willing to be shown how to preserve and index their records properly. We believe that our new show card, which is most attractive, if exhibited in a dealer's windows along with albums, will go a great way toward making the 'record library' a universal custom among talking machine owners."

**PULLING TEETH TO MUSIC**

Pulling teeth to the melody of a talking machine is the latest innovation put into effect by a London, Eng., dentist. The music is not credited with making the operation of extracting a big molar from the jaw of a patient any less painful, but it is said to be exceedingly effective in diverting the mind of the patient from the operation.

If the dealer is informed he can inform his customer, but it's up to you to inform the dealer.

**The General Phonograph Mfg. Co.**

**Model "E" Table Phonograph**

*The Greatest Value on the Market*

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

**The General Phonograph Mfg. Co., Elyria, Ohio**



Here's a big money's worth of "Fiddle" solos by Don Richardson. "Limber Up Reel," "Oaken Bucket," "Speed the Plough," "Hull's Victory," "Quiltin' Party," "College Hornpipe"—all on one record. A-3527.

Columbia Graphophone Co.  
New York



**The Well-Managed Credit Department Can Sell Goods**

By J. H. TREGOE, Secretary-Treasurer, National Association of Credit Men

A business enterprise of any proportions without a well-managed credit department is like a ship without a rudder. As another illustration, we would wonder if a splendidly built and equipped vessel were permitted to sail with an untrained officer in command.

It is high time we were waking up to the real position of the credit department in a success-



J. H. Tregoe

ful business enterprise. Some people do not rank it as a productive department. They consider it merely an expense. Such people lack vision and have not carefully analyzed the component parts of a successful business enterprise. A well-managed credit department can sell goods just as profitably and successfully as a well-trained salesman. The commodities may be purchased right and sold right, but profits do not accrue until the commodities sold are converted into money. This conversion is the chief responsibility of the credit department, and to charge in the face of this potent fact the credit department with being nonproductive is perfectly foolish and is one of the reasons, perhaps, why some enterprises have not been more thrifty and progressive.

Co-equal in position, powers and results with the purchasing department and the sales department, the place of credits in a business enterprise can, if properly understood and generously treated, prove its worth and illustrate its productive powers. Getting cheap men, withholding proper facilities for the credit department, is just as unwise and expensive as to buy the services of untrained and unqualified men for the purchasing and sales departments. The manager of a credit department should be allowed to feel the seriousness of his position, the obligations resting upon him and allowed every facility he needs for conducting the department in an efficient and productive manner. It is too great a custom with us to refuse the credit department what would be gladly given other departments of the enterprise, merely because it is

looked upon as an expense and a nonproducer. Having the credit manager mingle with other managers, bringing them to the surface, making them realize the importance of their position and its place in the productive capacity of the enterprise would be felt in added income and a far safer situation in credit granting than we have ever enjoyed. This is not talking shop, it is talking common sense. It is a defense of something which has been badly neglected and not until the neglect is realized and everywhere credit departments are placed under skillful management and conceded to be one of the most important and productive, shall we get things right and decrease the merchandising inefficiency so prevalent in the land.

**CONCERTS DEVELOP BUSINESS**

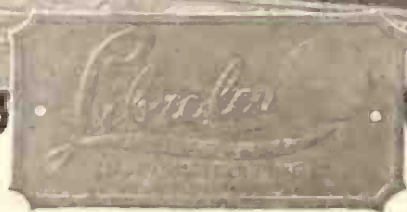
Introduction of New Records Each Month Increases New York Victor Dealer's Business Until He Is Compelled to Enlarge Store

Paul Helfer, Victor dealer at 1539-41 Third avenue, New York, has made it a practice to introduce new records to his customers at the beginning of each month by a Victor concert held in a large recital hall which is an important adjunct of the establishment. As a direct result of these concerts the business of the concern has increased to such proportions that a number of additional record demonstration booths had to be constructed. There are now twenty of these booths and the concerts are proving a greater attraction each month.

The talking machine department of the Cline-Vick Drug Co., Victor dealer, of Marion, Ill., was recently enlarged and remodeled.



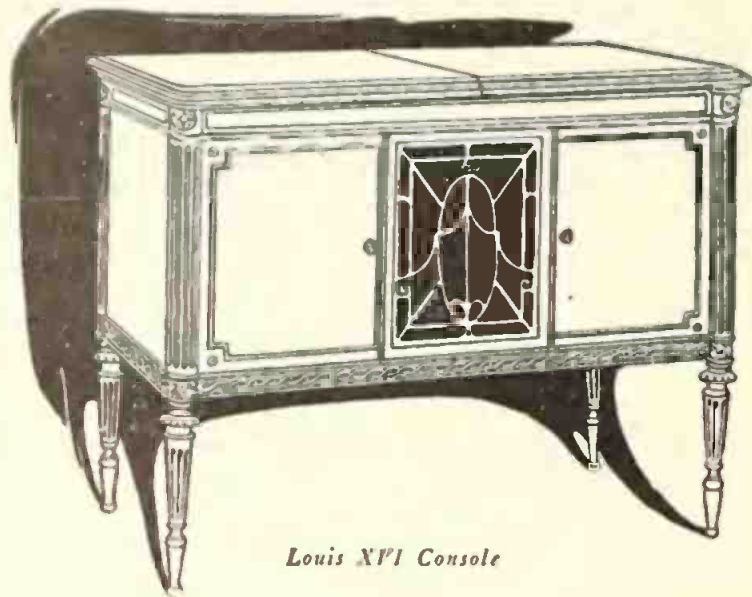
**Seaburg Mfg. Co.**  
Jamestown, N. Y.



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

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





*Louis XVI Console*

## Granby Works WITH You and FOR You

When you take on the Granby line we back you to the limit. Everything is done to make your franchise profitable and satisfactory to YOU.

That is our platform.

## Granby Sales Helps Help You Sell Granbys

Granby literature is aimed to sell—and to help you sell. Attractive display cards, mailing cards, miniature musical magazines—all will prove strong factors in building business.

These are just a few examples of the Granby ammunition.

In addition, we offer you our intensive local newspaper advertising campaign that is 100 per cent. effective.

Let us send you the Granby Proposition. Learn what it means to you. Lose no time.

Write—or wire—TODAY.

# GRANBY PHONOGRAPH CORPORATION

21 West Street

BOSTON, MASS.



Here's Dolly Kay back again with two new "blues." "Got to Have My Daddy Blues" and "Wabash Blues" both on one record. An irresistible, sure-fire seller. You'll want it. A-3534.

Columbia Graphophone Co.  
NEW YORK



**INAUGURATES INTENSIVE CAMPAIGN**

Emerson Phonograph Co.'s Foreign Record Department Secures Many New Artists and Increases Its Executive and Selling Force

The foreign record department of the Emerson Phonograph Co. has inaugurated an intensive campaign to promote the sale of Italian and Jewish records to the trade. L. D. Rosenfield, director of this department, states that new releases of records in Italian and Hebrew-Jewish are being issued each month and special literature featuring these records is being sent out to the trade. Paolo Bolognese, well known in the foreign record field, and a musician and conductor of some note, has been placed in charge, under Mr. Rosenfield's direction, of the Italian foreign record catalog. He has been calling on dealers in New York City and has been instrumental in the acquiring of several new artists to make Italian records.

Louis Gilrod has been taken on in a similar capacity, and will devote his time exclusively to the promotion of the Hebrew-Jewish records, of which the company is issuing new numbers each month. An artist of some note in Hebrew and Jewish circles recently acquired to make records for the Emerson Co. is Aaron Libedeff, comedian, who is to make recordings of several Jewish comic songs. Another artist to make Jewish records is Joseph Feltman, a one-time partner of Billy Williams, famous English comedian, whose records, it is expected, will make a decided hit with the trade.

Mr. Rosenfield is very enthusiastic about a new record of Russian and Jewish folk melodies, to be issued soon by the Emerson Co., of a piano duet, double-faced, played by two brothers, J. and J. Kammer, which is to be featured extensively with special advertising, and, it is expected, will be one of the most popular yet recorded by these artists.

**NEW YEAR OPENS AUSPICIOUSLY**

Max Willinger, President of New York Album & Card Co., Tells of Progress

Max Willinger, president of the New York Album & Card Co., New York City and Chicago, manufacturers of Nyacco albums, reports that the first month of the new year opened in a far more auspicious manner than the same month of 1921. The buying is reported not only more active but Mr. Willinger reports that there seems to be far more confidence manifested in future conditions. Mr. Willinger is optimistic over the balance of the year and predicts good normal business. The New York Album & Card Co. is now producing the shelves of the album set for the Victrola 80 in wood instead of cardboard. These sets have proved popular from the time they were first produced and it is expected with the wooden construction providing greater durability their popularity will be further increased.

The Presanplay Phonograph Co. has been incorporated at Wilmington, Del. Capital, \$50,000.

**JOSEPH BAREUTHER GETS NEW POST**

Former Manager of Landay Branch Is Made Secretary of Broadway Music Shoppe

YONKERS, N. Y., February 8.—Joseph Bareuther, for many years prominently connected with the piano and talking machine business and formerly associated with the Sonnenberg Music Co. and the Landay Bros. branch in this city, is now associated with the Broadway Music Shoppe, at 17 Main street, as secretary of the company. Mr. Bareuther has a large following among the best people in this section, and the appointment to his new post has been welcomed.

The Broadway Music Shoppe is one of the most progressive music houses in this city and carries complete lines of Sonora, Brunswick, Victor, Aeolian-Vocalion and Columbia machines.

**TALKING MACHINES REAPPRAISED**

Model C Stewart phonographs, imported from W. H. Banfield & Sons, Ltd., of Toronto, Canada, and entered at Chicago, were the subject of a reappraisal ruling handed down recently by Judge Sullivan, of the Board of United States General Appraisers. They were invoiced and entered at Canadian dollars, \$5 each, less 2 per cent, plus 1 per cent excise tax, packing included. They were appraised and are now reappraised at \$8.50 net, excise tax included.

**COLUMBIA MANAGERIAL CHANGES**

New Managers Appointed for St. Louis, New Orleans and Omaha—Important Centers

General Sales Manager Geo. W. Hopkins, of the Columbia Graphophone Co., announced this week important changes in the management of Columbia branches in St. Louis, New Orleans and Omaha. E. M. Morgan, who was manager of the St. Louis branch, has resigned this position and is to be connected with a manufacturer well known in the Middle West specializing in the production of horse-drawn vehicles. Mr. Morgan leaves this position with the best wishes of the Columbia Co. for his success in this new venture. A. B. Creel, formerly of the New Orleans branch, has been appointed to the position left vacant by the resignation of Mr. Morgan.

R. R. Sparrow, formerly assistant manager of the Atlanta, Ga., branch, has been appointed manager of the New Orleans branch, effective January 1. F. L. Scott, formerly a special representative of the Columbia Co., has been appointed manager of the Omaha, Neb., branch, taking the place of R. L. Wilder, who formerly held this position.

The Fox Co., Victor dealer, of San Antonio, Tex., has moved into larger quarters adjoining its former location. A new Victor department has been installed with modern equipment throughout.

**BRUNS MADERITE**  
One Man Delivery Cover

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

**"BRUNS MADERITE"**  
Rubberized Phonograph  
Dust Covers

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

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

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

It will pay you to investigate.

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

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



# BAGSHAW

First in Use—First in Sales—First in Satisfaction

# NEEDLES

**T**HE W. H. BAGSHAW Company are the Oldest and Largest Manufacturers of Talking Machine Needles in the World. Of course, they make the needles that stand first in the esteem of the public, the dealer and the jobber: Brilliantone and Petmecky Steel Phonograph Needles.

## W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

**BRILLIANTONE STEEL NEEDLE CO.** OF AMERICA  
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610



# FROM SOUP TO NUTS!

**I**N order to supply the demands of your customers your stock of phonograph needles must be complete:—from Light Tone to Dance Tone. You can fill your needs very quickly and satisfactorily from the Brilliantone line which includes Extra Loud Tone, Opera Tone, Full Tone, Half Tone, Light Tone and Dance Tone Steel Phonograph Needles. Also put up in convenient combination packages.

Brilliantone needles are guaranteed to possess Uniform Hardness, Uniform Points and Uniform Length.

*Made in America by Americans*

*Every Package of Genuine Brilliantone Phonograph Needles Bears This Trade Mark*



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

# BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

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

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

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

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

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

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



## WORKING ON MANUFACTURES CENSUS

Census Bureau Now Compiling Facts and Figures Regarding Sixty-five Leading Industries, Including Musical Instrument Trade

WASHINGTON, D. C., February 3.—Work on the 1921 census of manufactures is now well under way in the Census Bureau, and E. F. Hartley, chief statistician, under whose direction the census is to be taken, has a number of agents already in the field.

Schedules for the various industries regarding which special information is desired are now being sent out, among them being questionnaires covering phonographs, graphophones and talking machines (including records, parts and accessories), pianos and musical instruments generally. Only about 65 industries are considered sufficiently important to warrant the use of special schedules, all other industries making returns on the general schedule.

All schedules have been materially revised since the taking of the 1919 census, the law under which the 1921 census is taken not requiring as much detailed information. In all cases, in preparing the questionnaires, the suggestions of the industry affected were sought, and the schedules now being sent to the music trade have been fully approved by the national association and by leading members of the industry.

Efforts will be made to conclude the field work within as short a time as possible, in order to minimize the delay which must elapse before production figures for 1921 can be issued. In the 1919 census approximately fifteen months elapsed before the first reports were issued, but it is hoped that at least three months will be cut from this time, and that the reports may begin to come out by January, 1923.

## PLAN SAMPLE FAIR IN NEW YORK

Musical Instruments to Play Important Part in First International Sample Fair to Be Held in New York City—Something Entirely New

The First International Sample Fair will be held in the Seventy-first Regiment Armory, Thirty-fourth street and Park avenue, New York City, April 3 to 6, inclusive. Musical instruments will play an important part in the Fair, which is the first international event of its kind held here. Merchandise from agents, manufacturers, importers and exporters will be exhibited and only members of the wholesale trade, buyers, local and out-of-town merchants will be permitted to view the displays.

The Fair Committee consists of W. L. Rehm, L. S. Gans, Scott Donohue, J. P. Davies, D. McCullough, W. J. Armstrong, M. F. Cooch and Walter Hempel. Headquarters have been opened at Room 905, 280 Madison avenue, New York.

How many a man has thrown up his hands at a time when a little more effort, a little more patience, would have achieved success!

## DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TUNE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL. (Bulk or Packed)  
PHONOGRAPH NEEDLES  
GENUINE RUBY BENGAL MICA

# D. R. DOCTOROW

Vanderbilt Ave. Bldg.  
51 East 42nd Street, New York  
Tel. Vanderbilt 5462  
Murray Hill 800

## ORGANIZES A STRONG SALES FORCE

Regal Record Co. Appoints Salesmen to Cover Leading States—Business Output Reported Unusually Large—Clever Portfolio Prepared

The Regal Record Co., New York City, reports that business for the past two months has been exceptionally large in total sales. Dealers everywhere are cashing in on this popular price record, it reports, and the result is that the Regal plant is being pushed to its utmost limit to produce records enough to meet the demand.

New salesmen are being allotted territory all through the country. The latest additions to this list are: S. Grant, who is to cover New England; A. Friedman in Indiana; S. A. Price in Michigan; A. S. Dillon, Ohio; R. G. Ross, Pennsylvania; W. F. Sullivan, New York, and R. H. Nolan, New York, all of whom were sent out from Regal headquarters the first of the year.

E. H. Davis, advertising manager, has prepared a very attractive portfolio for the use of Regal salesmen on the road. It contains samples of Regal advertising issued by the company, and many letters of commendation from dealers who have made a success in marketing the Regal record. Statistics and figures showing a large turnover of these records are included, all of which is designed to help the salesman in closing new accounts for Regal records.

## VALUE OF PERSONAL CONTACT

For difficult matters a decision can rarely be reached by letter. The written word makes for suspicion. The man who is writing feels that he is binding himself by his words; the man who receives the letter tries to read between the lines. The problem of letter writing is to force the reader to read the letter in the spirit of the writer, and this problem cannot be solved. When you meet your correspondent personally for the first time both parties will say: "Well, I thought he was worse!" If they do not feel that way the meeting is useless.

The Kipp Phonograph Co., of Indianapolis, Ind., has been chartered in that State, with a capital of \$150,000. Directors of the new concern are: W. E. Kipp, H. G. Anderson and Jewell Cartmell.

## W. J. BEARD ENTERTAINS EMPLOYEES

Host to Members of His Staff at Turkey Dinner Given at His Home in Paragould, Ark., Recently—Sixteen Years of Business Success

PARAGOULD, ARK., February 3.—In appreciation of the good work done by the members of the staff during the past year, and particularly during the holiday season, W. J. Beard, head of Beard's Temple of Music, this city, entertained all his employes at a turkey dinner at his resi-



Staff of Beard's Temple of Music

dence, the dinner being prepared and served by Mrs. Beard with the assistance of some of the wives of the employes.

Following the dinner the evening was spent in the enjoyment of a fine musical program, in story telling and in games, and the guests enjoyed themselves greatly.

Mr. Beard established his store here in 1904 and has met with most substantial success. He handles the Chickering, Starr, Schulz, Foster & Co., Marshall & Wendell, Haines Bros., Cable-Nelson and Brambach pianos and players, Seeburg electric pianos and the Edison, Victor and Columbia lines of talking machines. Mrs. Beard assists her husband in the conduct of the business, and their son Jay also helps out after school hours. Three traveling salesmen work the territory for business, with close to a dozen employes in the store proper.

Mr. Beard reports that business in his territory has kept up in good shape considering conditions generally, and that the outlook for the current year is very encouraging.

Success after all is nothing but doing your full duty to the very best of your ability. Whatever rewards come are only trimmings. This is how Forbes Magazine puts it.

# NATIONAL METALS DEPOSITING CORPORATION

FACTORY  
Telephone Oakwood 8845

34 EAST SIDNEY AVENUE  
MOUNT VERNON, N. Y.

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

MANUFACTURERS OF

## MASTERS

## MOTHERS

## STAMPERS

FOR PHONOGRAPH RECORDS

A Perfect  
Negative  
From  
The Wax

For Your Convenience  
Deliver Recorded Wax  
To Our Laboratory

A Perfect  
Positive  
Of The  
Wax

We Deposit the Finest  
Copper in the World  
Try Us

Quality  
Durability  
Perfect  
Workman-  
ship



**Just a State of Mind**

*If you think you are beaten, you are;  
If you think you dare not, you don't,  
If you like to win, and don't think you can,  
It's almost a cinch you won't.*

*If you think you'll lose, you're lost,  
For out in the world we find  
Success begins with a fellow's will;  
It's all in the state of mind.*

*Full many a race is lost  
Ere even a step is run,  
And many a coward fails  
Ere even his work is begun.*

*Think big and your deeds will grow,  
Think small and you'll fall behind;  
Think that you can and you will—  
It's all in the state of mind.*

*If you think you're outclassed, you are;  
You've got to think high to rise.  
You've got to be sure of yourself before  
You ever can win a prize.*

*Life's battles don't always go  
To the stronger or faster man;  
But, sooner or later, the man who wins  
Is the man who THINKS he CAN.*

—Dr. Croft.

**WINNING OUT IN RETAIL FIELD**

Some Outstanding Principles Which Should Be Observed by Dealers Who Desire to Win

There is room for growth in every business, but no enterprise can possibly expand or become successful unless:

Consistent and result-getting advertising is used in the local papers, circulars, letters, etc.

Systematic methods of obtaining free publicity are employed. These consist of sales stunts, unique window displays, concerts, contests, etc.

The staff consists of expert salesmen and canvassers.

Territory is covered thoroughly and constantly enlarged and no prospects are overlooked.

Courtesy and service is made the motto of the business.

The window displays are planned to attract customers.

The store is kept neat and clean; the stock is attractively arranged and provision is made for the comfort of patrons.

The atmosphere of the establishment is one of cheer.

A business will grow in a measure equal to the effectiveness with which the above are carried out.

**ADVERTISING COPY THAT APPEALS**

The average merchant, in many instances, has become so imbued with business that when he prepares his advertisements he often does it in such an uninteresting manner that the newspaper reader passes over them. He fails to make a study of the kind of copy which would appeal to the people whom he is trying to reach and, consequently, a large percentage of the money spent on advertising is absolutely wasted.

**COLUMBIA RECORD EXCHANGE COMING**

In connection with the announcement last week of the reduction in the list price of Columbia double-disc records from 85 cents to 75 cents, George W. Hopkins, general sales manager, stated that a record cut-out exchange would be announced by the company at once. The record price reduction also carries with it a special rebate proposition for the benefit of the dealer.

**GOLDSMITH MUSIC CO. CHARTERED**

The Goldsmith Music Co., of Columbus O., was recently incorporated in that State, with a capital of \$3,000. Incorporators are W. W. Goldsmith, A. M. Taylor, E. Bragunier, Carl Tresemer and P. Cozad.

**TAKES OVER VICTROLA STORE**

ALLIANCE, O., January 16.—Announcement is made by the Vernon Piano Co., this city, of the purchase of the Victrola store located on Fifteenth street, Sebring, O. It will be possible now to obtain the latest Victor records without leaving Sebring. All models of the Victrola will be exhibited in the new store.

**DELAWARE CONCERN INCORPORATES**

A charter of incorporation was recently granted to the Qualitiphone Sales Corp., under the laws of the State of Delaware, with a capital of \$50,000. Incorporators of the new concern, which will deal in talking machines, are Louis B. Bernei, H. F. Bauman and Seymour O'Brien.

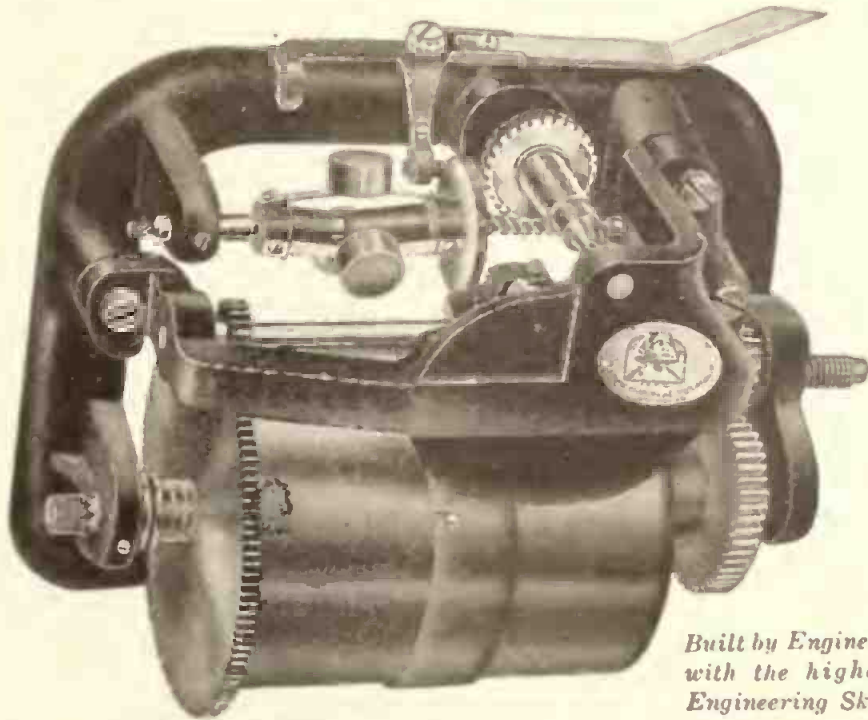
J. Wilbur Speiker and C. A. Brittsen, of Van Wert, O., have purchased an interest in the Brunswick shop of Charles F. Eversole, Middleport, O. The business will be continued under the name of the Van Wert Furniture Co.

**R. L. FRENCH IN IMPORTANT POST**

Heads Traffic Committee of Manufacturers' Association of Connecticut—Adopt Resolution of Protest Against High Freight Rates

BRIDGEPORT, CONN., February 9.—Raymond L. French, traffic superintendent of the Columbia Graphophone Co., member of the Manufacturers' Association here, became chairman of the traffic committee of the Manufacturers' Association of Connecticut at Hartford at a meeting held in this city last week.

The Association went on record as favoring a horizontal reduction in freight rates applied to all classes alike. The preamble of the resolution says that the present high rate of freight rates materially restricts the prosperity "of our industries and is an impediment to the commerce of New England with other parts of our country." And further that it is the general opinion among our manufacturers that a reduction in transportation costs at this time would materially aid in restoring business.



*Built by Engineers with the highest Engineering Skill.*

**D**ESIGNED to stand the shocks of hard usage.

**B**UILT to run smoothly and noiselessly under varying conditions.

**O**PERATED with uniformity, and constant in speed.

*Write for prices*



**Sphinx Gramophone Motors Inc.**

21 East 40th St.  
NEW YORK CITY





Playing position

# THE Kent Special

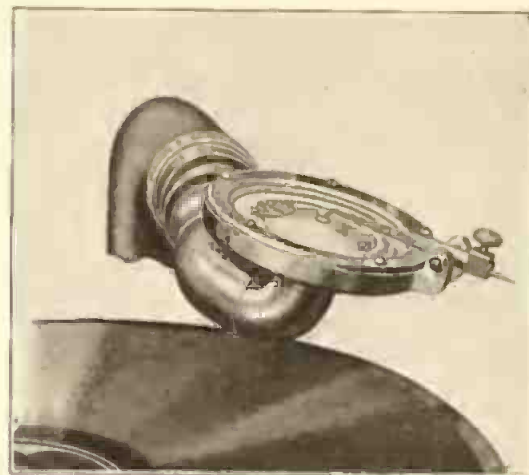
Plays all lateral records  
AT THEIR BEST  
on the  
EDISON DISC PHONOGRAPH



Reg. U. S. Pat. Off.

Write for catalog of complete line  
**F. C. KENT COMPANY**  
IRVINGTON, N. J., U. S. A.

KENT PRODUCTS "Win their way by their play"



Insertion of needle position

## COMBINE MOVIE AND "TALKER"

New Moving Picture and Talking Machine Promises to Amuse Movie and Music Fans

A combination moving picture machine and talking machine, invented by a Californian, is the latest development which promises to furnish amusement both to lovers of music and movie fans. The talking machine is similar in appearance to any ordinary machine, with the exception that it contains a moving picture projector. The picture is thrown from the cabinet to a tiny screen in front and appropriate records may be played as the pictures are shown. The first instrument has been purchased by Jackie Coogan, the famous child moving-picture comedian.

## RELIGIOUS RECORDS FOR CHILDREN

A committee representing twelve religious denominations is negotiating with record manufacturers for the production of discs that will provide proper musical instruction for children in primary grades of Sunday schools. Prayer songs and nature songs which refer to God as the Creator will be selected for the first records, according to Miss Brockway, director of children's work for the American Baptist Publication Society, who is a member of the committee.

The manner of speaking is as important as the matter to be discussed. Remember that when you are greeting a new customer or an old one, and especially when talking over the telephone.

## Princess Watahwaso

Appearing in Costume Presenting



## Indian Songs - Dances - Legends

A LIVE VICTOR ENTERTAINER  
FOR VICTOR DEALERS AND JOBBERS

Recitals given in warerooms,  
schools and recital halls

Booking Now for Season of 1922

Watahwaso Studio

111 W. 68th St.

New York

## SAUL BIRNS TENDERS ELABORATE BANQUET TO EMPLOYEES

Well-known New York Dealer Entertains Over 100 Members of His Staff, Together With Families and Friends, at Entertainment, Dinner and Dance at Hotel Commodore

Saul Birns, well-known talking machine dealer of New York, who recently opened the fifth of a chain of stores in this city, has made it a practice for several years past of giving his employes a dinner early in the year as a mark of his appreciation of their efforts. This year was no exception, beyond that Mr. Birns outdid all former efforts and provided his employes and

store, with a capital of less than \$300, and the success of the venture is indicated by the fact that the five stores operated at present do a business estimated at three-quarters of a million dollars annually. During the course of the evening Mr. Birns was presented with three handsome sterling silver loving cups, one from all the members of the organization and the



Dinner Given by Saul Birns to Employees at Hotel Commodore

associates with a most elaborate banquet at the Hotel Commodore on Sunday evening, January 15, followed by a dance to the accompaniment of music by Paul Whiteman's Pavilion Royale Orchestra and the Happy Six.

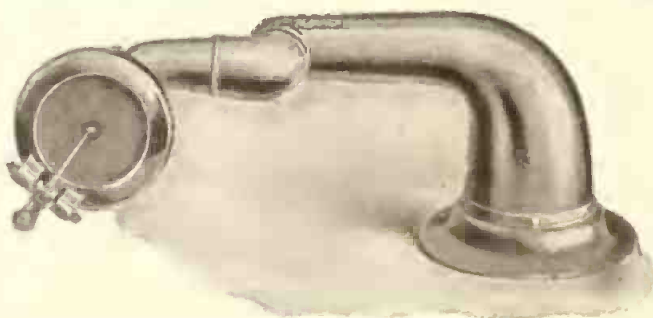
During the course of the evening several well-known and capable artists entertained guests to the number of one hundred or more. Among the artists were Lucy Tonge, a prominent contralto; Princess Watahwaso, well-known interpreter of Indian legends and music, who has made a number of very successful Victor records; Morton Downey, tenor, and Miss Esther Furshtenberg, daughter of one of the managers of Mr. Birns' Capitol store, and a violinist of ability.

The occasion marked the fifteenth anniversary of the establishment of Mr. Birns' first

other two from different groups of his managers and partners.

The entire staffs of the five stores owned and controlled by Mr. Birns were present, accompanied by William Hains, manager of the Second avenue store; Hyman Gordon, manager of the Strand; Abraham I. Wolf and Harry H. Levy, of the recently opened Fifth avenue store; Hyman and Joseph Furshtenberg, of the Capitol store, and David Siebner, of the 181st street store. H. C. Ernst, of Paul Whiteman, Inc., acted as master of ceremonies in introducing the artists and in presenting the several cups to Mr. Birns. The other guests included A. D. Geissler, Mr. and Mrs. Thos. F. Green, Mr. and Mrs. Maurice Landay, Lloyd Spencer, Paul Whiteman and other prominent members of the trade.

## TONE ARMS and REPRODUCERS



Various Styles and Designs to Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co.

722 Atlantic Ave. Brooklyn, N. Y.  
Telephone Sterling 1120







PHONOGRAPH NEEDLES  
*The* WORLD'S BEST

**Sturtevant**  
 TRADE MARK

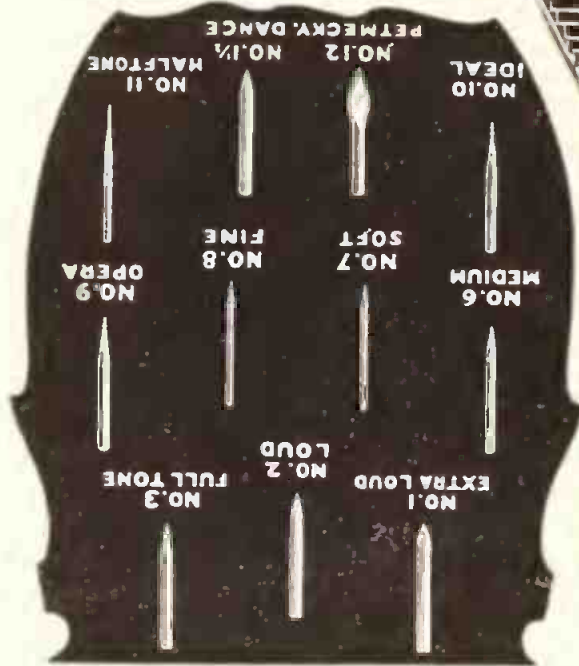
**NONE  
 BETTER  
 MADE**

**DEAN**

**UNIFORM  
 POINTS**

**UNIFORM  
 LENGTHS**

**PERFECT  
 REPRODUCTION**



**Open for  
 Territory  
 Live Distributors**

**Write for  
 Our 1922  
 Prices**

**Manufactured by  
 GENERAL PHONOGRAPH CORPORATION  
 OTTO HEINEMAN, President  
 25 West 45th Street, New York**



## DIGGING OUT BURIED TREASURES FOR THE MUSIC LOVER

The Exploration of the Record Catalog Will Be Found a Profitable Move on the Part of the Salesman as Well as the Purchaser of Records—Many Hidden Musical Gems to Be Found

The proper exploration of the record catalog formed the subject of some very pertinent and timely comments in a recent "record page" of the New York American. Although written ostensibly for public consumption, it may be remarked, en passant, that a great many salesmen would do well to give the catalog their closer consideration, in this way enabling them to bring to the attention of the buying public hundreds of splendid records—real musical gems—which are little known to the rank and file of buyers. Indeed, it would pay a great many salesmen to study not only the catalog, but at their leisure moments to try over the innumerable records which ordinarily make little appeal to the public, but which are of real musical merit. This acquaintance would enable them to be better equipped in the matter of introducing them to the public. Furthermore, they would be still better fortified were they to read up the literature or history of the opera or the composer of these numbers. This knowledge is invaluable as a means of interesting the buyer—in fact, it is an essential.

The article which follows was obviously written for the general public, but the viewpoint in connection with "adventuring into a record catalog" is so important that dealers could utilize the same general material in reaching the public either by circular or by means of a little talk when giving invitation concerts. The article reads:

"We have heard, all of us, of Captain Kidd's treasure. That bold and notorious buccaneer, who plundered ships on the high seas, left many folks wondering and speculating as to just where his fabulous loot was cached.

"Many and afar have been the vain quests in search of treasure, whether it was that of the pirate Morgan or Kidd, or the fabled pot of gold buried at the end of a rainbow.

"It is but natural psychology that we should

always think of 'treasure' as something beyond our reach, inaccessible—and yet there are literal treasures and pots of gold always within our easy grasp could we but see them. The greatest treasure of all lies within ourselves; the ability to see and appreciate the beauty of nature and the wonder of human existence in its varied and modern form.

"To-day we enjoy innumerable pleasures and conveniences that a king's ransom could not have bought but a century past. Whether we turn to the right or to the left, we see all about us the miracles and the monsters of modern inventive skill and yet we rarely give them a passing thought; so rapid is our progress that what is new to-day is to-morrow but a commonplace.

"'Buried treasure' and 'commonplace'—words to think about. How inviting the first, how shabby the latter! The buried treasures of what is past—reminiscence; the buried treasures of what is to come, as yet unearthed—expectation. Treasures in retrospect, stirred by the magic of a familiar old melody that hearkens back to the days of happiness and youth. Music, the key that unlocks the gateway to yesterdays.

"Many are the hidden gems to gladden the heart of a music lover, forgotten or overlooked by the great majority because they are not of popular moment or popularly commonplace. Many are the records and rolls that have been pressed and cut only to go down into the oblivion of obscurity, undiscovered gems of beauty. Every month adds to their number, and still we overlook them because of a human weakness to follow the crowd.

"Out of the thousands of records and rolls now available there are less than a few hundred that are constantly in big demand, and yet there are numberless others that are deserving of recognition because of their charm and grace or their inherent beauty of composition. There are songs and symphonies of every description and to suit every possible taste.

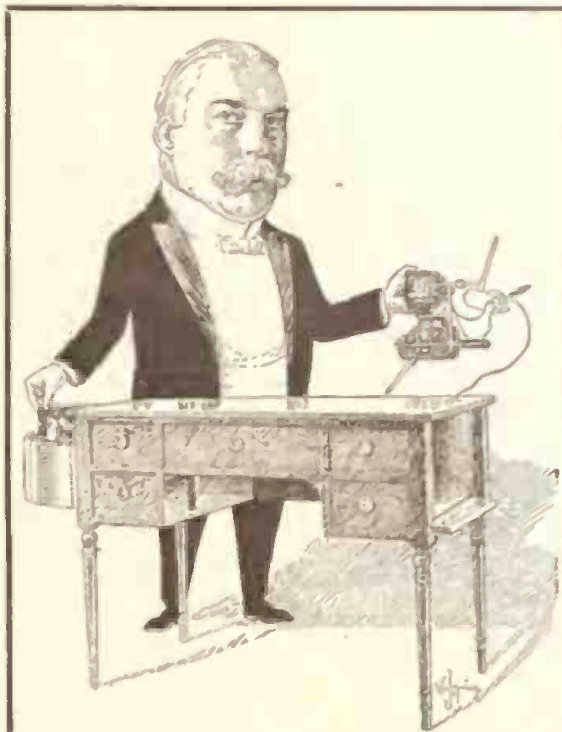
"If your record or roll collection is beginning to pall on you it is, in all probability, because you have grown tired of the sameness of your collection. You may have all the popular, operatic and concert selections that your friend has and still feel but a lukewarm pride in their possession. If you will seek for something different—some of those undiscovered gems—and thereby cultivate and develop your individuality, you will be surprised how rapidly your interest will revive.

"There is a tangible pleasure in adventuring into a catalog that compensates us for our trouble, and each new discovery means a new acquisition that perhaps the other fellow has overlooked. Why not break away from the commonplace and build up a collection that is different—a collection that will reflect your individuality? That would be a pleasure indeed."

### PLAN FOR SCHOOL CAMPAIGN

An important visitor to Columbia headquarters last month was Calvin Anderson, the well-known dealer at Wilmington, Del. Mr. Anderson is one of the oldest Columbia dealers, having been associated with the merchandising of this product for many years, and has been connected with several of the educational movements which the Columbia Co. has inaugurated from time to time. The purpose of this visit was for the discussion of plans for an educational campaign among the schools in Wilmington and vicinity, which is to be launched shortly and is to be carried on in co-operation with Columbia headquarters.

Buffon said that genius was only "an endless patience." (Darwin.) Nietzsche said that genius was "intensity of consciousness." (Napoleon.) Genius in business might be defined as the gift of simplification.



## I Challenge Comparison

THE PHONOMOTOR, standard electric phonograph motor for seven years.

Universal motor, A.C., or D. C. 110 volts with the current consumption less than a twenty watt lamp. Automatic stop. ALWAYS TRUE TO PITCH, SILENT, DURABLE, and DEPENDABLE.

THE OLDEST AND MOST RELIABLE MOTOR IN THE WORLD TODAY.

The following statement is taken from The Talking Machine World:

BIG FIELD FOR ELECTRIC PHONOGRAPH MOTORS

Seven Million Homes Equipped With Electricity Available for Talking Machines to Be Electrically Controlled—Opportunity for Use of Motor.

That a vast undeveloped field for the sale of electric talking machines exists in this country is made evident by figures recently made public by the National Electric Light Association. The Association states there are approximately 7,000,000 homes equipped with electricity in the United States. It is estimated that there are in the neighborhood of 4,000,000 talking machines in the homes of the land. Of this number many are in the homes un-wired for electricity, and of the machines owned by people having electricity in the home, only a small percentage are operated by electric current.

ELECTRICIANS AND REPAIRMEN are writing for exclusive territory for THE PHONOMOTOR. Take advantage of this opportunity and send in your application at once.

I can furnish Library Table Machines in period designs equipped with THE PHONOMOTOR electric motor. I attract your attention to the exclusive patented features of this new model. Write for prices.

## GEO. CLAY COX

Manufacturer

Offices: 73 State St. ROCHESTER, N. Y.

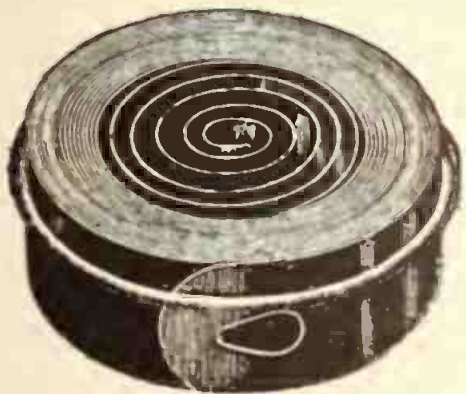
### OUTLOOK IMPROVES IN MEMPHIS

Ellis-Jones Drug Co. Tells of Increasing Demand for Starr Phonographs and Records

MEMPHIS, TENN., February 7.—Discussing business conditions in this section of the country. P. C. Scholz, sales manager of the Ellis-Jones Drug Co., Starr distributor, said: "They show an inclination to improve and the sale of Starr phonographs and Gennett records is larger than it has been for some time. The Gennett records are gaining headway in this section because of the popular music which is now recorded on them and the trade which has been handling records of other makes is constantly complimenting us on the improvement which has been made in the Gennett record."

A slovenly dress betokens a careless mind. And a careless mind is sure to be the father of loose business methods. Every man's personal grooming is the display window in which he exhibits himself.

## Main-Springs



For any Phonograph Motor Best Tempered Steel

Inch	Width	Length	Price
1/2	10	100	\$.35
1/2	10	150	.40
1/2	11	100	.45
1/2	11	150	.55
1/2	13	100	.50
1/2	13	150	.55
1/2	15	100	.75
1/2	15	150	.80
1/2	18	100	.90
1/2	18	150	1.00
1/2	25	100	1.50
1/2	25	150	1.80

SAPPHIRES—GENUINE  
Pathe, very loud tone, each 15c, 100 lots \$11.00.  
Edison Loud-tone, each 15c; in 100 lots, \$11.50.

PHONE-ARMS  
The very best, loud and clear, throw-back.....\$5.00  
With large reproducer, very loud, Universal..... 4.50  
With smaller reproducer, but loud and clear..... 3.00

PHONOGRAPH NEEDLES  
We can give you best price on Brillantone, Magneto, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas and Velveteen Needles.

ORDER RIGHT FROM THIS AD  
Send for price list of other repair parts and motors.  
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

The Val's Accessory House  
1000-1002 Pine St. St. Louis, Mo.





# LEADERSHIP

In a recent letter from the Victor Co. the opening paragraph reads :

*"That leadership in an industry, as in any other field of activity, carries with it responsibilities that must be promptly met and converted into opportunities for further development has always been a fundamental of our policy. No more striking example of the application of this principle could be had than the announcement following."*

The announcement is the one in which the Victor Co. reduced the list price of its 10 and 12-inch Black Label Double Face Victor Records 10 cents each. This action on the part of the Victor Co. fully demonstrates its willingness to accept the responsibilities of leadership and emphasizes Victor Supremacy.

When a company, under no obligation to do so, rebates its wholesalers the difference in cost between old and new prices (on a basis averaging the equivalent of stock on hand) it justifies something beyond mere appreciation. We, therefore, were glad to place our dealers in a position to benefit on the same basis of rebate. Our announcement that we would rebate our Victor Dealers 6 cents each on one-quarter of their entire purchases of this class of records affected by the price reduction, purchased during 1921, accomplishes the same result.

We are confident that when better talking machines and records can be made, they will bear the famous Victor Trade Mark—that when costs of manufacture or conditions make possible or advisable a reduction in prices, the Victor Co. will lead. Any dealer who overlooks the fact that the Victor Co. will maintain Victor Supremacy, regardless of cost, during the year 1922 may make some serious errors.

Our Victor Dealers will find us willing and able to assume our responsibilities as a leading Victor distributor.

The Victor Co. has achieved leadership among manufacturers. Blackman Dealers will tell you how well prepared we are to reflect that leadership and share it with our dealers.

*Write or see us if you are not a Blackman Dealer  
for we are now able to consider additional accounts.*

**Blackman**  
TALKING MACHINE CO.  
28-30 W. 23<sup>RD</sup> ST. NEW YORK N.Y.  
VICTOR WHOLESALE DISTRIBUTORS





# SAN FRANCISCO

*Brisk January Business, With Records in Demand—The Need of Real Salesmanship—Period Styles Are Popular—Trade News and Changes*

SAN FRANCISCO, CAL., January 28.—Post-holiday business in San Francisco is fairly brisk and the leading talking machine dealers of the city say the omens portend a prosperous year. The January record demand was heavy. There is usually a very lively record demand after the holidays from the new owners of machines bought as Christmas gifts. In records, dance selections head the list, but there is a drawing away from jazz stuff and a tendency toward more melody in the dance pieces. The waltz shows signs of becoming one of the most popular dances again. Period styles, console table types, and art models continue to appeal to the best class of trade, but the demand for the cheaper machines has increased also.

In spite of the many efforts to promote efficiency in salesmanship it is still pitiful to watch the average retail clerk kill a sale. The widespread interest in psycho-analysis does not appear to have had any noticeable effect on the methods of the majority of salesmen. The principal fault of these salesmen is too quick work. It is the testimony of the most successful salesmen that jazzy methods do not appeal to the talking machine prospect. The average person who contemplates purchasing a talking machine regards it as a matter of considerable importance and does not wish to be rushed. A salesman who knocks the other fellow's line is, of course, a detriment to the general welfare of the trade, but still there is no lack of knockers.

#### Executives on Visits to Branches

J. J. Black, of the Wiley B. Allen Co., has just returned from a business trip to Portland in company with the general manager, Frank Anrys. The company is short on Brunswick machines. The holiday business in the various stores of the company on the Coast is reported encouraging. January business was better than the same month a year ago.

Morley Somers, manager of the Sonora Phonograph Shop, of this city, sees a bright prospect of continued increasing business this year. He is selling more high-priced merchandise than ever before and the record business is brisk. Mr. Somers has just gone on a business trip to the principal cities of Oregon and Washington in the interests of the Sonora line.

F. B. Travers, manager of the Sonora and Magnavox companies, is in southern California on a business trip this week. He says there is a big demand for wireless apparatus for amateurs who have the fad of listening to the wireless concerts now in vogue.

#### Records Used for Radio Concerts

The Newberry Electric Co., of San Francisco, Sonora agents, give radio concerts on the roof of the Fairmount Hotel from four to five every afternoon. Victor and Vocalion records supply the concert numbers and the music has been picked up as far away as Honolulu.

#### J. L. Gibbins Resigns

J. L. Gibbins, manager of the Emporium Victor department, San Francisco, has resigned his position after a stay of but two months. His place is being temporarily filled by Mr. Bosworth, of the Emporium sales force.

#### Open New Victor Department

The Einselen Music Stores on Mission street, San Francisco, are now both handling Victor goods, a Victor department having just been opened in the store at Twenty-second street. The Edison is also handled.

#### C. A. Ackley Resigns as Columbia Manager

C. A. Ackley, San Francisco manager of the Columbia Graphophone Co., severed his connection with the Columbia Co. on the first of January and has gone to Los Angeles to join his father in the investment securities business. Mr. Ackley has been with the Columbia Co. for a number of years, and before coming to San Francisco he was the Seattle representative.

P. S. Kantner, of the Columbia traveling force, is acting as San Francisco manager for the present. William Pickering, who has been traveling for the Columbia Co. in the Los Angeles district, has just been transferred to territory in northern California, working out from this city.

#### Some of the Popular Records

The wholesale Victor department of Sherman, Clay & Co. received increased shipments of popular records this month and is again able to meet the full requirements of the dealers. "The Sheik" and "Molly O" are two big record hits on the Coast. Mr. Scott, acting manager of the wholesale department, says popularity of records is greatly stimulated when the records are associated with a motion picture production. The "movies" are just as efficient boosters for popular records as the grand opera is for the standard classics.

#### Death of F. J. Christopher

The San Francisco talking machine fraternity lost one of its progressive members on January 16 by the death of F. J. Christopher, the proprietor of two thriving talking machine shops in the Mission district. Mr. Christopher was one of the pioneer promoters of interest in talking machine merchandise in his district and he had many warm personal friends in the local trade. He was thirty-nine years of age and leaves a widow, but no children. His shops feature the Victor, Edison and Sonora lines.

#### Department to Be Moved

The talking machine department of the John Breuner Co. at Sacramento is soon to be moved to prominent space on the first floor of the large store. When completed the department will be one of the most convenient and handsomely appointed talking machine departments in the Sac-

ramento Valley. Manager Schrader was in San Francisco last week on business in connection with the proposed improvements.

#### Manager Humphrey Resigns

Manager Humphrey, of the well-known talking machine department of Hamburger & Sons, Los Angeles, has resigned his position and is now in San Francisco, where he expects to locate in the future. He got his early training in this city.

#### Interesting News Brieflets

P. S. Kantner, of the Columbia Co., has returned from a business trip in the San Joaquin Valley. He found conditions improving in the talking machine line.

The store of the Oakland Phonograph Co., Oakland, has been remodeled along modern lines. The company features Victor and Edison goods. B. S. Goldsmith is the proprietor.

Byron Mauzy, of San Francisco, has just returned from the Orient, where he went on a trade-extension trip with the Oriental Relations Committee of the San Francisco Chamber of Commerce.

The first San Francisco concert of the "Victor Eight" will be held at the Century Theatre on the afternoon of February 4. Shirley Walker, manager of Sherman, Clay & Co., has been conducting a live publicity campaign in their behalf.

### ALBERT BLACKMAN CAN NOW VOTE

Son of J. Newcomb Blackman Attains Majority and the Event Is Properly Celebrated

J. Newcomb Blackman, president of the Blackman Talking Machine Co., with Mrs. Blackman, went to Philadelphia on February 2 to celebrate in proper fashion the twenty-first birthday of his son, Albert Blackman, who is in his junior year at the University of Pennsylvania. The Blackman family enjoyed a dinner and theatre party to mark the event. Mr. Blackman has had a difficult time lately in convincing some of his friends that he really has a son who has attained his majority, for Blackman, Sr., himself, is far from being a graybeard.



The cabinet open, showing shelves for five record albums



UDELL Cabinet No. 401  
You can sell this splendid console cabinet for less than \$100—complete, with Victrola VI included—and still make your regular profit on both cabinet and Victrola.

## A Home for Victrola VI

THIS sumptuous UDELL console cabinet provides the ideal home for the Victrola VI. Though one of our newest designs, it is already a "best seller." It gives Victor dealers a combination which they can sell complete for less than \$100, with the Victrola VI included, and still make their regular profit on both cabinet and Victrola.

This is a beautiful brown mahogany cabinet, designed to accommodate the Victrola VI without requiring that it be dismantled or mutilated in any way. Installation is easy by following instructions which accompany every cabinet. In quality and every detail of construction this cabinet offers what the trade always expects of UDELL workmanship.

You should write for the price at once. A post card will bring full particulars

# The UDELL WORKS

28th Street and Barnes Avenue, Indianapolis



# INDIANAPOLIS

*Distributors and Dealers Pursuing a Vigorous Policy in Getting After Business—Are Reaping a Merited Reward—Live Budget of News*

INDIANAPOLIS, IND., February 4.—The Pathé Shop, 17 East Ohio street, closed its doors the first of this month. This leaves the People's Outfitting Co., a furniture concern at 133 West Washington street, the only retail distributor of Pathé machines in the city. C. O. Mueller, manager of the Pathé department of the Mooney-Mueller-Ward Co., State distributor, reported that numerous orders for both machines and records continue to be received.

C. E. Collins, of the Collins Talking Machine Co., distributor of Emerson, Meteor and Jewel phonographs, says that there has been a healthy increase in sales of those products. He reports that in the last fifty days he has received from ten to twelve machine orders a day and that the orders have come chiefly from dealers who have not been solicited by his salesmen.

#### Increased Gennett Record Activity

Sales of Gennett records have increased by leaps and bounds since November, when their distribution was taken up with renewed vigor, according to T. H. Bracken, manager of the Starr Piano Co. The number sold in January was several times greater than the number sold in November or any month prior to that time. Mr. Bracken has placed two extra wholesale salesmen on the road to cover half the State.

"Service is the basis on which we are increasing our record sales," Mr. Bracken said. "Proof that quick service is appreciated is shown by the fact that we are receiving many long-distance telephone orders. Very frequently we have been able to get records to an out-of-town dealer within a few hours after the order had been sent to us. Dealers in the city have learned that we deliver immediately orders that are given shortly

before the close of their day's business. Such service means more sales by the dealer, because customers generally want an order filled the day it is given and if that is not done the sale is apt to be lost."

In developing his record business on a service basis Mr. Bracken is taking full advantage of unusual opportunities afforded by the fact that Indianapolis is the terminal for a large number of electric traction lines that connect the city with the leading communities of the State. Cars running every hour or two in every direction enable him to ship orders with exceptional promptness.

#### Victor Distributor Is Busy

Another dealer of the city who is giving increased attention to the sale of records is A. C. Hawkins, manager of the Indianapolis Talking Machine Co. He has a stock of 25,000 Victor records over which he has established complete individual control by the development of a stock card system numerically arranged. Mr. Hawkins is of the opinion that record sales should be the backbone of a talking machine dealer's business, and it is with that end in view for his own business that he is laying stress on that feature of service to his customers.

An advertising scheme that promises big possibilities for Mr. Hawkins has been put in operation by him in connection with the rapidly increasing interest displayed in wireless telephony. He has contracted with Francis F. Hamilton, of this city, to have Victor records used exclusively for talking machine features of concerts broadcasted from Mr. Hamilton's radio station at 2011 North Alabama street. Each number thus sent out is preceded by announcement that

it is a Victor record furnished by the Indianapolis Talking Machine Co.

The value of this advertising is indicated by the fact that Mr. Hamilton is the leading radio operator among 500 in Indianapolis and some 3,500 in Indiana. Mr. Hamilton conducts a "Radio Waves" column daily in the Indianapolis News, which paper has a radio receiving station.

#### Penny Sales Idea in Record Selling

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., utilized the penny sales idea to stimulate the sales of Medallion records during two days soon after the holidays. The records were sold at the rate of 85 cents for one or 86 cents for two, with the result that 1,500 records were moved in the two days. Mr. Herdman considers the plan an exceptionally good one, as it apparently moves considerably more than double the number of records that would be moved by a straight half-price sale.

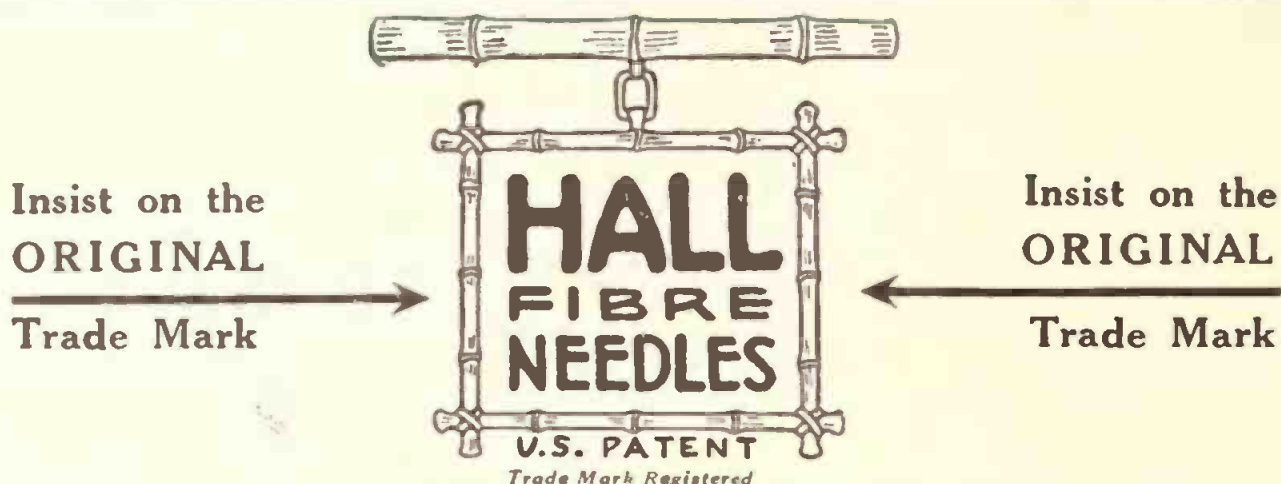
#### Granby Grows in Popularity

The Granby phonograph continues to gain in popularity in the Indianapolis territory, according to W. G. Wilson, manager of Widener's Grafonola Shop. The \$150 console model is being received particularly well, he says.

#### Some Good Selling Practices

Miss Minnie Springer, manager of the Victor department of the Taylor Carpet Co., is making use of the multiplex racks for Victor hangers to move heavy stock. The racks have been placed in each booth and contain classified lists of records showing the name of each record, but not the number nor the price. She says the plan has been very successful.

A feature of Miss Springer's method of selling current numbers has also won considerable notice from patrons of the store. With the advent of theatrical performances, including music recorded by the Victor Co., she features the records of particular interest and the photographs of artists in the show window and in a frame that is constructed for the purpose on top of a



## Hall Fibre Needles

**CANNOT POSSIBLY INJURE RECORDS—  
THEY ELIMINATE ALL SURFACE NOISE**

Convey this short message to your customers consistently and enjoy greater profits.

It will serve to create renewed interest among your record patrons and stimulate sales of the higher priced records.

This will prove to be of mutual benefit—for the purchaser is assured of a safe investment in records through the use of Hall Fibre Needles, and you will derive the benefit of increased record sales through his confidence.

Why hesitate longer to place these facts before your trade?

**IT PAYS TO PUSH  
HALL FIBRE NEEDLES**

**HALL MANUFACTURING CO.**

*Successors to B & H Fibre Mfg. Co.*

33-35 West Kinzie St.

Chicago, Ill.





Ty-tee, way down upon that South Sea Isle, Seems I hear you call - ing me,

# TY-TEE

Miss Gilda Gray's Sensational Success at the "RENDEZVOUS" - New York's Newest and Smartest Dance Palace

**ASK TO HEAR IT**

*"You can't go wrong with any 'Teist' song"*

Victrola show case that stands in front of the store's entrance.

### January Business Shows Gain

F. R. Follis, manager of the Victor department of L. S. Ayres & Co., reports that his January business in both machines and records was ahead of the corresponding month of 1921. Increased Victor business is reported also by the Pearson Piano Co. E. W. Stockdale, manager, says he has been met by a shortage of Victor goods, especially lower-priced models.

### Reports Large Sonora Business

"A beautiful Sonora business in the last few weeks reminds us of the days before the war," said O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Drug Co., State distributor. "The sales since the first of the year demonstrate that the Sonora is gaining in popularity daily. Our January sales have exceeded those of January last year. The action of the Sonora Co. in rebating the dealers to cover declines in price has left a pleasant feeling between the retailers and the Sonora Co., with the result that activity has been stimulated."

### Higher-priced Kimballs Popular

C. F. Kahn, of the Capital Paper Co., distributor of Kimball phonographs, reports a January business that was better than had been expected to follow the holidays. He says that the higher-priced models continue to sell better than the lower-priced models and that sales generally in Indiana are picking up better than in the adjoining States comprising the territory covered by the Capital Paper Co.

"Novelties are giving way to staple models," Mr. Kahn said. "Special deals are no longer worth while in merchandising talking machines, because people are looking particularly for honest values. They are buying machines now just as they buy pianos. It is noticeable that the Kimball machines are selling better in the cities at the present time than in the country."

### Preparing for Music Memory Contest

Widespread preparations are being made for the memory contest which will close with the giving of prizes during the last weeks of the school year. The Stewart Talking Machine Co., State distributor, is sending out much literature to the dealers in an effort to have them take full advantage of the contest, which, the Stewart Co. says, will mean more commercially to Victor dealers than any other educational project undertaken in the past.

Miss Caroline Hobson, head of the educational department of the company, after several months of careful work, has prepared a numerical list of records, giving every arrangement of every record which will be used in the contest. In addition to this, an attractive eight-page booklet has been printed in which is found the alphabetical arrangement of every record which will be used in the contest. Besides containing the alphabetical arrangement of the different records, this booklet, entitled "Ready Reference for All Selections on the State Music Memory Contest Lists," has detailed information concerning the name, correct spelling and pronunciation of the composer, name abbreviation, list

price and place where the different text-books may be obtained; the numbers of the records upon which the composition has been recorded and the pages in the different educational booklets where detailed description is to be found.

### Miss Hobson's Popular Lectures

Miss Hobson's lectures on "Music Appreciation" and "Music in the Home" have won such general approval that she is receiving numerous requests to lecture before organizations which offer to pay all expenses in connection with such lectures. On February 1 she conducted part of a municipal program given in the auditorium of the normal school at Danville, Ind. She is to lecture within the next few weeks before 400 teachers attending the teachers' short course at Purdue University, and before 200 women who will attend a session of the Montgomery County Economic Club at Crawfordsville.

### Walter J. Baker's New Venture

Walter J. Baker, who has purchased the Brunswick Shop at 124 North Pennsylvania street, and who assumed control of the store January 1, is continuing his duties as manager of the local branch of the Brunswick-Balke-Collender Co., pending the appointment of a new manager, which probably will be April 1.

A window display that is attracting more than usual attention is being used by Mr. Baker to feature the Brunswick record, "Ty-tee," as played by Carl Fenton's orchestra. That is the only record shown in the window, and its South Sea Island theme is carried out vividly by an ingenious use of a mirror to represent water, of sand and of miniature figures of a South Sea Island maid, a monkey and a dog. A drawing in colors forms a romantic-appearing background.

Ira Williams, manager of the Victor department of the Pettis Dry Goods Co., took advantage in January of the fact that there is no Victor dealer in Hendricks County and that there is a widespread interest in the country in the State music memory contest to send salesmen into the county, who sold over \$700 worth of machines and records.

### Good Salesmanship Getting Results

"Reports from our travelers indicate that conditions in our territory are gradually growing better," says H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor for Indiana. "The sections that are showing improvement are the ones where the dealer and his sales department are on their toes going after business rather than playing the waiting game for prospects. These are the ones who realize that successful salesmanship is largely a matter of courage—courage to believe in a bigger and better business than they have ever had, courage to go after and stick with it."

"Pledges received from dealers who are planning to attend our Edison school for salesmen indicate that we will have a very large attendance. We are thoroughly convinced that this school is going to be the most important event that has ever taken place in the history of the Edison business in this territory."

Twelve salesmen of the territory won free trips to the school, with all railroad and living

expenses paid, during the course of a recent contest conducted by the Kipp Phonograph Co. They were: G. E. McCracken, Home Furniture & Music Co., Bloomfield; Joseph Alles, Alles Bros. Furniture Co., Mt. Vernon; S. I. Echelbarger, Reitenour Jewelry Co., Union City; Leo Sowerwine, C. W. Sowerwine Store, Huntington; Calvin Long, R. L. Leeson & Sons Co., Elwood; H. W. Kline, Hoover & Crunrine, Wabash; B. F. Houser, Benjamin Temple of Music, Danville; G. Cleo Warren, Claypool-Miller Music Co., Lafayette; George Rosenbaum, G. A. Ensenberger & Sons, Bloomington, Ill.; H. T. Castello, Baldwin Piano Co., Louisville, Ky., and Wade L. Quick and Leonard T. Carlin, of the Hopkins Music Co., Indianapolis. Twelve other salesmen also won trips to the school with their railroad fare paid. They were: George M. Oswald, of Oldendorf's Music House, Lawrenceville, Ill.; R. R. Robinson, J. A. Cofling, Attica; E. A. Schulz, Aurora; August Rupert, New Home Furniture Co., Linton; H. H. Forcum, More-Mitchell Dry Goods Co., Charleston, Ill.; Harry Jones, Peru Cycle Exchange, Peru; Harold Watson and W. H. Baumbaugh, of the Butler Music Co., Marion; M. J. Harrison, Harrison's Edison Shop, Louisville, Ky.; B. C. Humphrey, Haines & Essick, Decatur, Ill., and E. E. Long, of the Baldwin Piano Co., Louisville, Ky.

### Equip Your Booths with Stewart Record Stands



**C**OMPACTLY built and designed especially for handling records conveniently in the demonstration rooms, this stand brings efficiency to your record selling.

The customer places on the top shelf the records he wishes to hear; on the bottom shelf those he does not want, and on the middle shelf those he wants to buy. Result—no mix-ups and much time saved. A powerful aid to the busy dealer.

No. 5A 010  
\$8.70  
f. o. b.  
Indianapolis

In Mahogany, Golden Oak and Birch finish. Height, 43 1/4 inches. Top, 16 1/2 x 16 1/2 inches. If you have no account with us please send check with order.

**STEWART**  
TALKING MACHINE CO.  
Victor Jobbers  
INDIANAPOLIS





# Importance of Using the Best Type of Machine and Records in Demonstration Booth

The average person interested in the purchase of a talking machine possesses considerable intelligence and, therefore, it is up to the merchant to use every means in his power to convince the prospect that the machine which he is trying to sell is up to the mark in quality and is a good buy, and to devise ways and means for the stimulation of record sales.

Most talking machine establishments contain several booths for the demonstration of records and, naturally, these are the center of interest for the customers. Here they get their impressions of the quality and playing ability of the machines and records handled by the store and their like or dislike for that particular line of instruments is the result of the impression made in the booth while listening to the playing of a record.

In view of these facts it would seem to be of extreme importance that the dealer take every precaution toward making the demonstration of records as flawless as possible, because he is not only trying to sell his records but he is also advertising his line of talking machines. It is obvious that if a prospect listens to a record played on an imperfect or cheap machine an impression will be created that will not only militate against the sale of records, but the prospect is very apt to comment about the matter to friends who, in turn, will unconsciously become antagonized.

Many talking machine dealers pay too little attention to this phase of their business. In many cases a cheap machine is taken from stock and placed in the booth for demonstration purposes, and some dealers even seem to believe that the playing of a few records will

eventually tend to damage the playing qualities of their instruments. Even for the sake of argument, admitting that a machine in the demonstration booth is bound to deteriorate in value, the increase in the sale of records, with the occasional sale of a machine directly due to the fact that several of the best models are used for demonstration purposes, will more than

*Use of a Really Good Machine in the Booth Oftentimes Leads to a Sale—A Minor But a Vital Sales Point*

make up for any loss in this direction. As a matter of fact, however, there is very little wear on the mechanism of a machine in a booth and this can be further reduced by occasional changes, returning the booth machine to the display room and replacing it from stock.

It is a curious fact that people often come into talking machine stores for the purchase of records accompanied by a friend. This is undoubtedly to the advantage of the dealer if he is keenly after business. In many cases the friend of the prospective record buyer does not own a

machine, but is desirous of some day possessing one. When this is so the importance of the impression made on the mind of this live prospect by the display of a really good machine in the booth cannot be overestimated. On the other hand, the cheap machine of inferior playing quality is most certainly not going to arouse a desire for ownership of that particular instrument in the mind of this prospect.

Too many dealers depend entirely upon their sales staff to make sales. They do not seem to realize that the most silver-tongued oratory will not induce a prospect to part with several hundred dollars of hard-earned money when there is a doubt as to whether the line being demonstrated is the best and when previous visits to the store in company with friends have aroused antagonism toward that particular line. Atmosphere has a great deal to do with the making of sales and it is much easier to sell a customer who has never visited the store than one who is doubtful.

## URGES USE OF TALKERS IN SCHOOLS

The installation of phonographs with records in the public schools throughout Canada was urged by Bruce A. Carey, supervisor of music in the Hamilton (Ont.) schools, in a talk before the Wentworth County Teachers' Association at Hamilton recently.

Mr. Carey classified the benefits derived by the pupils of musical teaching as not only musical, but physical, mental and spiritual as well. It was valuable, he declared, as a developer of intellect—a mental stimulator that aided pupils immeasurably.

## Every Phonograph Owner a Prospect for THE RECORDOLA

THE PERFECT RECORDER AND REPRODUCER



Let your customers record their own voices on

**"HOMOGRAM" Record Blanks**  
in their own homes

*Can be attached to any make phonograph*

**PRACTICAL**  
*Positive in Operation*

**FOOL PROOF**  
*Any Child Can Operate*

*Simplicity is the Keynote of the "Recordola"*

Complete "Recordola" outfit handsomely nicked, including a double-faced "Homogram" recording blank that may be used for making 50 to 100 different records.

Retail Price, Complete

**\$26.00**

Extra Homogram Records, \$1.00 each

*Liberal Discounts to the Trade*

*Write for Particulars*

*We are now located in our new and modern Laboratories and Showrooms, and we invite the trade to call to inspect them and get a demonstration of the "Recordola."*

**RECORDOPHONE CO., Inc., 15 WEST 34th STREET, NEW YORK, N. Y.**



## NEWLY MARRIED COUPLES PROFITABLE SALES PROSPECTS

Paul H. Cagle, Sales Manager of the Starr Piano Co. in Nashville, Has Developed a Plan of Operations That Has Been Successful and Is Worthy of Emulation by Dealers Everywhere

There are many dealers who realize and fully appreciate the possibilities for more sales to newly married couples. The greater number, however, make no attempt to follow up the issuance of marriage licenses and announcements of weddings with aggressive sales methods, despite the fact that sales in this direction are much more easily made than in most cases.

A profitable plan is to keep a separate file for information concerning marriage licenses and weddings and as soon as the data are obtained an attempt should be made to reach these possible customers. Young men and women of today who are about to get married are naturally looking about for furniture and the acquisition of a talking machine is considered necessary to make the modern home complete. Few couples think of starting housekeeping without some form of music in the home, and the dealer who gets there first is likely to make a sale.

There are also many young married people who, due to the high rents and the lack of apartments, are forced to live with their parents until they are able to secure quarters and here it is well for the merchant to keep in close touch with the prospects so that when they finally decide upon an apartment he can immediately approach them with regard to the purchase of a talking machine.

An enterprising dealer who is out after this class of business and has secured excellent results is Paul H. Cagle, sales manager of the Starr Piano Co., 240-242 Fifth avenue, N., Nashville, Tenn. Mr. Cagle makes contact with newlyweds through the medium of a personal letter. The reprint of the letter which follows is a sample of these communications and while this particular one is devoted primarily to boosting the Starr piano it can easily be adapted to talking machines and records. The letter follows: Mr. \_\_\_\_\_,

Address: \_\_\_\_\_

"Dear Sir—Have you ever stopped to think just what a world this would be without music? I know you love music, every one does, for music is really one of the basic points in civilization. Music is the fine art which more than any other ministers to the human welfare. Where there is beautiful music it is difficult for discontent to live. Music has an undeniable right in every home. Have you ever stopped to think music in the home is thrift? An economical aid to contentment, culture, education and enjoyment of home life? It is an essential contribution to the family well-being. Music, and I might add books, serve to keep within the home that which might be frittered away otherwise in outside diversions.

"Did you have a piano in your home when you were growing up? If so, isn't it one of the sweetest memories of your younger days, and don't you still look on the old piano as just one of the family? It certainly did bring its share of happiness into your home, didn't it?

"Did you ever walk along the street at night and notice one house with parlor lights shining brightly, and hear some one, or perhaps a crowd

of young people, playing the piano and singing, and right next door you noticed the other house with darkened rooms and all the shades pulled down with seemingly no life at all within? In which of these two homes would you naturally expect to find the most happiness? Why, the home with music, of course, that would be anyone's answer.

"Whenever I read or hear of a couple getting married I want to picture that couple in my mind as starting out with music in their home. It is so much easier to buy that piano or phonograph then than at any other time. Perhaps you don't know just how easily you can purchase a musical instrument, just a few dollars down and a few dollars per month. At the present time we have a beautiful shipment of new instruments in our parlors, and we would certainly appreciate a visit from you, whether you purchase or not. We will take pleasure in showing you through these instruments, playing them for you, and showing you the construction of them.

"The Starr piano (for that is what I have been talking about) does not need any introduction to you, I am sure, for it has been sold right here in Nashville for the past fifty years. It is manufactured by the Starr Piano Co., one of the oldest and most reliable concerns in the piano business. We are located at 240 Fifth avenue, N., just a couple of doors from the Arcade, and right across the street from Kresge's 5-10-25 Cent Store. Now, can't we look for you to visit us in the near future? I will certainly be glad to get acquainted with you and will try my best to make your visit entertaining.

"Trusting that you will give this letter your earnest consideration, and thanking you in advance for this visit to our store, and with best wishes, I beg to remain,

Yours very truly,  
STARR PIANO CO.,  
Paul H. Cagle, Sales Manager."

### BILL WILL AID MERCHANTS

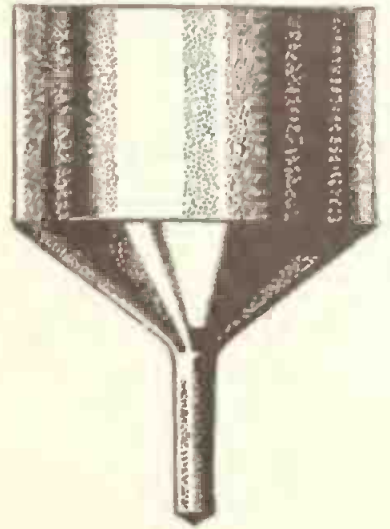
Amendment to Civil Rights Law Introduced at Albany, N. Y., Provides That Persons Moving and Moving Men Must File New Address

ALBANY, N. Y., February 4.—Talking machine dealers throughout New York State will hail with pleasure an act recently introduced into the Assembly here by H. H. Booth, of Oneida, N. Y., which provides that all persons moving from one address to another anywhere within the State must file, within five days after they move, with the town or city clerk in their former place of residence a certificate giving their new address as completely as possible.

The Booth bill would also require all persons or corporations engaged to move household goods to ascertain whether the moving of goods entailed a change of residence on the part of their employers, and, if so, to file with the town or city clerk a similar certificate giving the address to which the goods were taken.

Passage of this bill, which is an amendment to the civil rights law, would do away with many future losses on the part of talking machine dealers who have been fooled in the past by persons who purchase an expensive machine, make one or two payments and then quietly slip from town without leaving their address or any means whereby the merchant can discover their whereabouts. Under the new bill the merchant could simply go to the city clerk and in a few moments he would have the desired information and could then take steps to collect the money due him.

Thomas Gibson, one of the best-known economists, says: "Conservatism is a very good thing in its place, but the term is frequently used as a simile for apprehension or lack of knowledge, in which case it is likely to prove very stultifying and mischievous."



THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL

THE name SONORA carries such prestige that it sells Sonora Semi-Permanent Needles even to people who have bought a phonograph other than a Sonora.

Sonora Semi-Permanent Needles improve the tone of instruments not constructed like the Sonora, giving them a tone quality impossible with any other needle.

Other dealers are making needle sales by this comparison—test it yourself. Carry sufficient stocks of Sonora Semi-Permanent Needles at all times.

**CAUTION!** Beware of similarly constructed needles of inferior quality

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON  
President

279 Broadway New York

Canadian Distributors:  
I. Montagnes & Co., Toronto



No. 35217  
**BASKET**

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my SPRING CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc. MAILED FREE FOR THE ASKING.

**FRANK NETSCHERT**

61 Barclay Street

New York, N. Y.



# VOCALION

## Phonographs

*VOCALION  
Records give  
clearest voice  
and instrument  
reproduction.  
Brilliant tone  
for dancing*



85 cent  
VOCALION RECORDS

*Now Reduced to*

75 cents

The GRADUOLA  
Tone Control

*A distinctive  
Vocalion  
selling point*



# VOCALION

## *Red Records*

THE VOCALION LINE WILL BRING  
YOU SATISFYING SALES RETURNS

Its quality is reflected in those who represent it



### THE DISTRIBUTORS OF THE VOCALION

The Vocalion Co., 190 Boylston St.,  
Boston, Mass.

Musical Products Distr. Co., 37 E. 18th St.,  
New York City

Gibson Snow Co., 306 West Willow St.,  
*Vocalion Record Distributors* Syracuse, N. Y.

Lincoln Business Bureau, 1011 Race St.,  
Philadelphia, Pa.

Clark Musical Sales Co., 505 Liberty Ave.,  
Pittsburgh, Pa.

Clark Musical Sales Co., 324 N. Howard St.,  
Baltimore, Md.

O. J. De Moll & Co., 12th and G Sts., N. W.  
Washington, D. C.

Vocalion Company of Ohio, 328 W. Superior  
St., Cleveland, Ohio

Vocalion Company of Ohio, 420 W. Fourth  
St., Cincinnati, Ohio

Lind & Marks Co., 530 Bates St.,  
Detroit, Mich.

The Aeolian Co., 529 S. Wabash Ave.,  
Chicago, Ill.

Louisville Music Co., 529 S. 4th St.,  
Louisville, Ky.

The Aeolian Co., 1004 Olive St., St. Louis, Mo.

D. H. Holmes Co. . . . New Orleans, La.

Crowdus Drug Co., 1510 Commerce St.,  
Dallas, Texas

Guest Piano Co. . . . Burlington, Iowa

Hessig Ellis Drug Co., . . . Memphis, Tenn.  
*Vocalion Record Distributors*

Stone Piano Co. . . . Fargo, N. D.

Stone Piano Co., 826 Nicollet Ave.,  
Minneapolis, Minn.

The Consolidated Music Co.,  
Salt Lake City, Utah

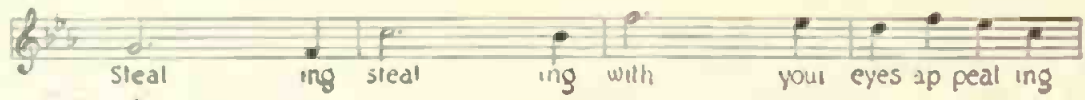
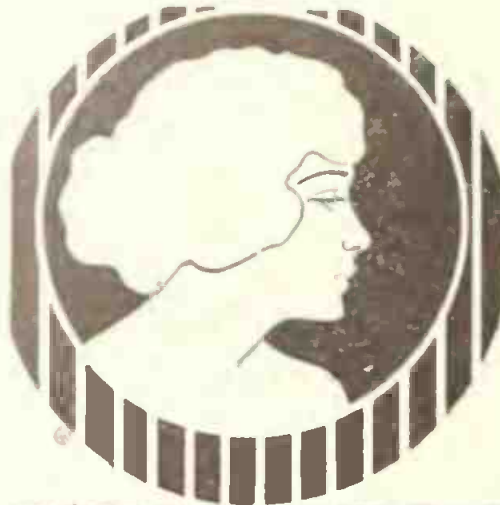
The Aeolian Co., 455 Mission St.,  
San Francisco, Cal.

Commercial Associates, 754 N. Spring St.,  
Los Angeles, Cal.

*Complete Information on the VOCALION Line Furnished Upon Request*

*The* AEOLIAN COMPANY  
AEOLIAN HALL, NEW YORK





# STEALING

"A Fox Trot Rhythm that will steal right into your Heart."

HEAR IT NOW

YOU CAN'T GO WRONG WITH ANY FEIST SONG

## THE DOWNWARD MOVEMENT OF POPULAR RECORD PRICES

General Reduction of Ten Cents in the List Prices of \$1.35 and 85-cent Records Enthusiastically Received by the Trade in Most Cases—Announcements of Cut-out and Exchange Plans

The big news feature of the month in the talking machine trade was naturally the general reduction in the list prices of the popular types of records as announced by the different manufacturers on January 18 and immediately thereafter, a uniform reduction of 10 cents being made in every instance, bringing the \$1.35 records down to \$1.25 and the 85-cent records down to 75 cents—figures at which the records sold before the war.

The first gun was fired by the Victor Talking Machine Co., which, in advertisements in the newspapers on January 18, announced the reductions in the ten- and twelve-inch Black Label records as noted above. The same day, or immediately thereafter, various other prominent manufacturers announced corresponding reductions, they being the Brunswick-Balke-Collender Co., who announced a cut in the list prices of Brunswick records; the General Phonograph Co., who announced reductions in the prices of Okeh records as being of January 18; the Aeolian Co., with its Vocalion Red records; the Columbia Graphophone Co., on ten-inch records only, the twelve-inch having already been reduced; the Emerson Phonograph Co., Inc., and the Pathé Frères Phonograph Co., which announced that the entire 20,000 and 22,000 series and all foreign ten-inch records had been reduced from 85 cents to 75 cents, with similar reductions in the corresponding series of Actuelle records.

In announcing the list price reductions the several companies also announced rebate plans for the protection of the dealers. The Victor Co. allowed a credit of 5 cents per record to jobbers to an amount not exceeding one-fourth of the jobbers' purchases of the special classes of records during 1921. The jobbers for the most part made an allowance to their dealers of 6 cents per record on the same basis, the credits to apply to new stock purchases within a period of a month.

The Columbia Co. extended to dealers a rebate of 6 cents per record to the amount of not more than 25 per cent of the purchases of the same class of records during the year of 1921, and for January, 1922, up to the time the price reduction went into effect. As the cut in Brunswick twelve-inch records applied only to releases after

January 18, there was no occasion for a rebate there.

Although some manufacturers were not enthusiastic over the general record price reduction, the move appeared to meet with the entire approval of the majority of retailers, who saw therein a better opportunity to appeal to the public and develop a greater volume of business, and also to meet competition.

On top of the cuts in record prices come announcements of record cut-out or exchange plans that have been, or will be, put into effect by various companies, and which will serve to move from the dealer's shelves a considerable stock of slow-moving records.

Whatever the ultimate effect of the cut in record prices on the record business of the future, the one fact remains that talking machine dealers are in a position to offer to the public one product that has actually been brought back to a pre-war price level, and this in itself should provide the opening for some worth-while sales arguments.

### AN ARTISTIC STEGER SOUVENIR

From the Steger & Sons Piano Mfg. Co., Chicago, Ill., The World is in receipt of an unusual paper weight of solid bronze which is most attractively designed. On the surface of the tablet, under the caption "Insure Your Success" and above the name and address, appears the following: "The Steger institution has a plan of sound financing and sales promotion that will stabilize and vitalize the piano or phonograph business of the dealer who merits appointment as the representative of artistic pianos, player-pianos and phonographs because of his standing in his community. Conservative, constructive and consistently progressive, the Steger policy guarantees success and prestige for capable business builders." This artistic Steger souvenir will be preserved and will act as a permanent reminder of the house and its policy of trade co-operation.

As the tide goes clear out, so it comes clear in. In business, sometimes, prospects may seem darkest when really they are on the turn.

## DALLAS A GREAT MUSICAL CENTER

New Manager for Harbour Longmire Co.—Plans for Radio Musical Service—The Development of Dallas as a Music Distributing Center

DALLAS, TEX., February 6.—The Harbour Longmire Co., Pathé phonograph distributor of this city, has appointed Ralph A. Lattin, formerly owner of the Pathé Phonograph Shop, as manager of the local business. The Dallas Pathé Shop, at 1001 Elm street, is being remodeled and fitted up with modern display windows and demonstration rooms.

The D. L. Whittle Music Co., of this city, has completed arrangements for radiographing Dallas musical events all over the country, and is planning to install a receiving station in its store where the public can listen to concerts and operas given in other cities.

B. Heyer, manager of the Whittle Music Co., has been appointed State Commissioner for the National Association of Music Merchants.

This city is fast becoming a center for the distribution of musical goods, there being at the present time nineteen music dealers in the city enjoying annual sales of approximately \$3,000,000. Of the nineteen retail music dealers in the city, seven handle talking machines exclusively, eight handle both phonographs and pianos, three general merchandise, and one everything in music from a reproducing piano to a jew's-harp.

## 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 Office: 711 MILWAUKEE AVENUE CHICAGO  
Southern Wholesale Branch: 1530 CANDLER BLDG. ATLANTA, GA.



## PHONOGRAPH CASES Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

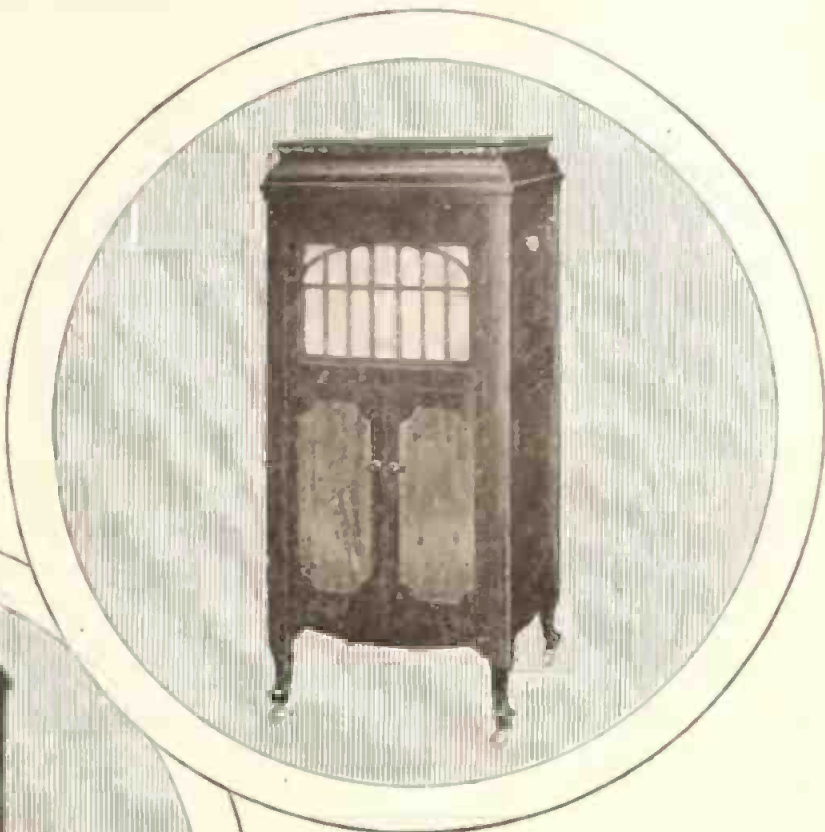
MADE BY PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.



Style No. 7  
\$175

Cabinet Measurements: 46 3/4 inches high, 21 1/2 inches wide, 21 1/2 inches deep. Finishes: Mahogany and Walnut with two-tone effect on front, back and side panels.



Style No. 6  
\$150

Cabinet Measurements: 45 3/4 inches high, 20 inches wide, 20 inches deep. Finishes: Mahogany and Walnut in two-tone effect.



Style No. 5  
\$125

Cabinet Measurements: 44 3/4 inches high, 19 3/4 inches wide, 19 3/4 inches deep. Finishes: Mahogany and Walnut, Golden and Fumed Oak.



*These New Upright Models Double the Value of the Jewett Franchise*

FOR months the Jewett consoles have been the talk of the phonograph industry. Never before have instruments of such superior quality been offered at popular prices.

Now comes another Jewett achievement—the addition of three new upright models which rank with the consoles as values that are truly amazing.

The improved tone chamber in these new models is now standard in all Jewett phonographs. By all means hear for yourself the wonderfully clear and life-like tone—see the exceptionally fine cabinet work—compare them with any standard you choose. Then see if you do not agree that the Jewett franchise offers a real opportunity for a permanent, profitable business.

*Another new Jewett model—an upright to retail at less than \$100—will soon be announced*

**JEWETT**  
PHONOGRAPHS

**JEWETT PHONOGRAPH CO.**  
General Sales Office: 958 Penobscot Bldg., Detroit



## ASSOCIATION PRESIDENT MAKES COAST-TO-COAST TRIP

M. V. DeForeest, President of National Association of Music Merchants, to Visit Principal Cities of Country in Interest of Association and Music Advancement—A Splendid Move

An announcement of unusual importance and interest to every talking machine and music merchant of the country generally is to the effect that M. V. DeForeest, of Sharon, Pa., president of the National Association of Music Merchants, will shortly start on a coast-to-coast trip in the interests of that Association and in support of the propaganda for the advancement of the cause of music. In the course of the trip Mr. DeForeest and those who will accompany him will stop in a number of the principal cities for the purpose of delivering the message direct to local music merchants.

It is the first time in the history of the industry that the president of the Music Merchants' Association, or of any other trade association, has attempted such a feat, involving, as it does, the sacrifice of five weeks or more of the time of Mr. DeForeest, as well as a very substantial outlay of money.

At a meeting of the Jubilee Convention committee, held recently at the Hotel Commodore, New York City, Mr. DeForeest said: "I am very happy, indeed, that circumstances are such as to make possible this trip. It is a sort of token of appreciation by me, not only for the honor of being president of such a wonderful organization, but a recognition of the direct and personal benefits I have received for my business through membership in the organization.

"From the beginning of my career in the music business I have attended the conventions of the Association. The ideas I received there, and the information I received, were the basis of the merchandising policy that has developed our business success. This trip, then, is a kind of thank-offering—to tell others about the Association and what it means.

"The recognition that has come to music, the splendid upbuilding of the Bureau for the Advancement of Music, all point to bigger accom-

plishments in the future. It will be a great pleasure, indeed, to meet the music merchants of the various cities, most of whom, I am delighted to say, are my personal friends."

The following cities are in the itinerary: Chicago, Milwaukee, Minneapolis, Omaha, Denver,



M. V. DeForeest

Los Angeles, Ft. Worth, Little Rock, Salt Lake City, Spokane, Seattle, Portland, San Francisco, El Paso, Dallas and St. Louis.

Alex. McDonald, of Sohmer & Co., vice-chairman of the Jubilee committee, and chairman of the press committee of the National Association of Music Merchants, will make the entire trip with Mr. DeForeest, as will Charles

Jacob, of Jacob Bros., treasurer of the Jubilee Convention committee. At different stages of the trip they will be joined by Richard B. Aldcroft, president of the Music Industries Chamber of Commerce; Mark P. Campbell, chairman of the Jubilee Convention committee; Col. F. B. T. Hollenberg and others.

## INTRODUCE NEW ELECTRIC MOTOR

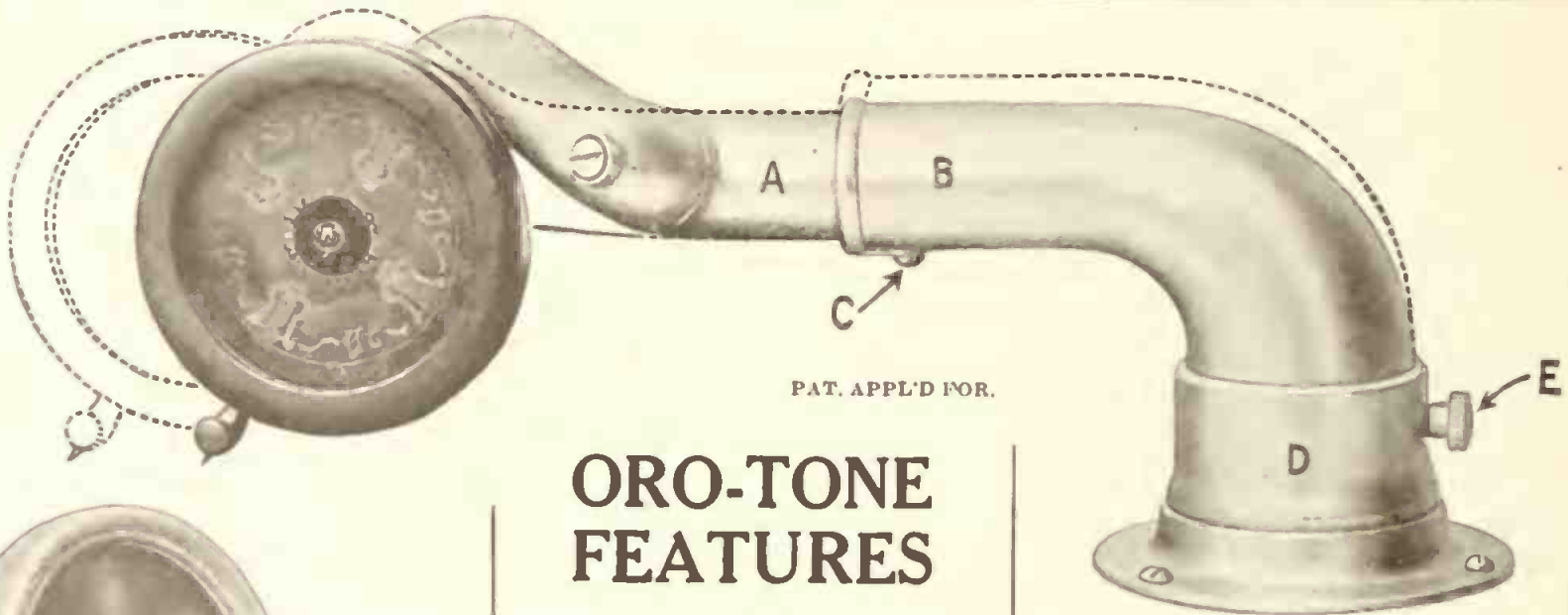
Arrow Motor & Machine Co. Shipping Samples of New Electric Motor Invented by B. Hutches

The Arrow Motor & Machine Co., 727-739 Frelinghuysen avenue, Newark, N. J., manufacturer of special machinery and tools, and whose product, the Waterman motor, is well known, is now shipping samples of a new electric talking machine motor to the trade. This product, the invention of Benjamin Hutches, who is well known in talking machine inventive circles, is a motor which runs equally well on alternating or direct current and is unaffected by fluctuations in voltage. It is silent and of light weight and is of such compact size that it can be installed in place of a spring motor without cabinet alterations. The motor is to be exploited on a wide scale and the manufacturers, who have had long experience in the machinery field, expect to market it in large quantities.

The officers of the Arrow Motor & Machine Co. are: Anton Felin, president; H. R. Pausin, vice-president, who is also a member of the American Society of Mechanical Engineers; C. H. Weston, treasurer, and H. J. Lemmer, secretary.

## STEAL MUSIC FROM CHILDREN

SHELBYVILLE, IND., February 3.—The Zobel schoolhouse, five miles east of this city, was broken into and robbed recently of a talking machine and a cabinet filled with records. The machine and records had been purchased by the children of the school with money collected from dinners, the sale of ice cream and from entertainments.



PAT. APPL'D FOR.

## ORO-TONE FEATURES

### MODEL L S

#### COMPOUND ROCKER ACTION

The highest grade and most scientific reproducer ever offered the trade.

Extension A telescopes into large elbow B, giving a length adjustment from 7 $\frac{3}{4}$  to 9 $\frac{1}{2}$  inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

*The Oro-Tone Co.*  
QUALITY FIRST

1000 to 1010 GEORGE ST.  
CHICAGO, ILLINOIS



PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-out records.



**VOCALION DISTRIBUTORS EXPAND**

Vocalion Co. of Ohio, With Headquarters in Cleveland, Opens Branch in Cincinnati

CLEVELAND, O., February 8.—The Vocalion Co. of Ohio, Vocalion distributor in this city, has announced through its president, C. L. Marshall, the opening of a new distributing branch in Cincinnati at 420 West Fourth street, where a complete stock of Vocalion machines and Red records will be carried with a view to giving prompt service to dealers in that section of Ohio as well as in northern Kentucky, West Virginia and eastern Indiana.

O. W. Ray, general manager of the wholesale record department of the Acolian Co., was in Cleveland recently and accompanied Mr. Marshall to Cincinnati to look after the details of launching the new branch, which will be ready for business early in February.

**DEMAND FOR ALBUMS GROWS**

H. C. Fry, of National Publishing Co., Tells Why Conditions Grow More Favorable

PHILADELPHIA, PA., February 7.—H. C. Fry, of the National Publishing Co. of this city, reports that the new year has opened with an exceptionally strong demand for the albums produced by this company. In referring to the marked betterment in present-day conditions over conditions of the same period of a year ago, Mr. Fry stated: "A year ago this time dealers were generally overstocked with albums. The demand from the buying public was not heavy and prices were still high. In the past year we were able to reduce the prices on our albums 35 to 40 per cent. The present year opened with dealers in an understocked condition, low prices and the buying power of the general public greatly improved and still growing better."

At the present time the bindery of the National Publishing Co. is working at full capacity and is still over a week behind in production. The National Publishing Co.'s albums are also proving popular abroad as well as at home, as may be evidenced by the substantial export orders that are being received.

**BRENDONNE CORP. NOW IN NEW YORK**

The Brendonne Corp., whose executive offices and retail warerooms were formerly at 9 Central avenue, Newark, N. J., moved on February 1 to 1 Maiden Lane, New York City, where it has leased the entire fourth floor. The above company manufactures a bronze cabinet talking machine in several models. W. Harrison Cole, who is the inventor of the machine, is also the president of the corporation.

**OPENS BRANCH IN LAWRENCE**

LAWRENCE, MASS., February 3.—The United Phonograph Stores, Inc., in line with their plan to open a chain of talking machine establishments in important cities throughout the country, have announced that a branch will be opened here in the near future. The site of the local store has been selected and plans are being prepared for necessary alterations. H. W. Yaeger, formerly president of the Yaeger Piano Co., heads the concern, which has its headquarters in New York.

**LARGER PHONOGRAPH DEPARTMENT**

PERU, IND., February 7.—The Peru Cycle Exchange has inaugurated some new and novel features in its talking machine department, including the installation of several booths. Harry Jones, who was with the Exchange last Spring, has returned to take charge of the phonograph department. This firm, in addition to handling the Edison phonograph, has contracted for the exclusive sale in Miami County of the Player-phone. The firm has also arranged for the sale of lateral-cut records, including the Rainbow records produced by Homer Rodeheaver.



**The Superior Lid Support**

A touch of one finger lifts or closes the Lid, which stops at any point desired. Does not warp the Lid.

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold  
Quantity Prices on Application



Superior Specialties for Phonographs  
**BARNHART BROTHERS & SPINDLER**  
Monroe and Throop Streets CHICAGO

**READS LIKE A ROMANCE**

Samuel A. Halsey Scores 100 Per Cent in Edison Test—Meets Charles Edison's Sister-in-law in Plant, to Whom He Is Now Married

Miss Charlotte W. Hawkins, sister-in-law of Charles Edison, son of the famous inventor, was married on February 1 in the former's home to Samuel A. Halsey, manager of the Phonograph Corporation of Manhattan, one of the allied Edison interests.

Miss Hawkins has been active for some time in social welfare work. It was while doing welfare work in the big Edison plant that she met Mr. Halsey.

Mr. Halsey was graduated from Brown University. His preparatory work was done at St. Paul's School, Concord, Mass. Following his graduation from Brown he entered the University of Pennsylvania Medical School. He later traveled extensively throughout this country and South America.

On February 21, 1921, at the height of the discussion of the Edison questionnaire, Mr. Halsey presented himself for examination. Mr. Edison himself happened to come into the room just as

Mr. Halsey completed his paper. The inventor read the paper carefully. Mr. Edison marked the paper AA and declared that Mr. Halsey was the only man who had ever answered all of the questions correctly. He was told to report for work the following Monday.

**ILLUMINATING PRODUCTION CHART**

The Greater New York Novelty Co., Brooklyn, N. Y., manufacturer of Wall-Kane needles, has recently prepared a production chart up to and including 1920 which shows the continuous growth in the business of the firm. Actual figures for 1921 have not been compiled, but it is well known that this year showed a corresponding increase. N. Cohen, president of the company, has spent much of his time calling upon the out-of-town trade with appreciable results.

**INCORPORATED**

The Donchian Furniture Co., of Chicago, has been granted a charter in Illinois to deal in furniture and musical instruments, with a capital of \$300,000. Incorporators are M. B. Donchian, J. D. Rose and W. C. Schwerwat.



**The "NEW" MOTROLA**

**With Universal Motor**

Operating on All Electric Currents

**NOW SELLING AT RETAIL \$19.50**

*Liberal Trade Discounts, of course.*

Any of our exclusive distributors herewith listed are prepared to offer you prompt and efficient service

- Distributors for State of Illinois
- RUDOLPH WURLITZER CO., Chicago.
- BRUNSWICK-BALKE-COLLENDER CO., Chicago.
- COLE & DUNAS MUSIC CO., Chicago.
- H. A. WEYMANN & SON, Philadelphia, Pa.
- Exclusive distributor for Eastern Pennsylvania, Southern New Jersey and Northern Delaware.
- BUERN PHONOGRAPH CO., Pittsburgh, Pa.
- Exclusive distributor for Western Pennsylvania, Eastern Ohio and Edison Dealers in West Virginia.
- MOTROLA SALES CO., OF NORTHERN OHIO, 1401 E. 9th St., Cleveland, O.
- Exclusive distributor for Northern Ohio.

- Distributors for Greater New York
- CHARLES H. BITSON & CO., New York City.
- SILAS E. PEARSALL CO., New York City.
- BLACKMAN TALKING MACH. CO., New York City.
- CABINET & ACCESSORIES CO., New York City.
- KNICKERBOCKER TALK. MACH. CO., New York City.
- GREATER CITY PHONOGRAPH CO., New York City.
- INTERSTATE SALES CO., Milwaukee, Wis.
- BADGER TALKING MACHINE CO., Milwaukee, Wis.
- Exclusive distributors for Wisconsin.

- KRAFT, BATES & SPENCER, Boston, Mass.
- Exclusive distributors for New England States.
- COHEN & HUGHES, Baltimore, Md. and Washington, D. C.
- Exclusive distributors for Maryland, District of Columbia, Virginia, North Carolina, Southern Delaware and West Virginia.
- BUFFALO TALKING MACHINE CO., Buffalo, N. Y.
- Exclusive distributor for Western New York.
- STEWART TALKING MACHINE CO., Indianapolis, Ind.
- Exclusive distributor for Indiana.
- PERRY B. WHITSIT CO., Columbus, Ohio.
- Exclusive distributor for Central Ohio.

LOUIS A. SCHWARZ, exclusive factory representative for the United States and Canada  
**JONES-MOTROLA, Inc. 29 W. 35th ST., NEW YORK**



## THE TALKING MACHINE BUSINESS TODAY DEMANDS THE VERY HIGHEST PLANE OF PRESENTATION

H. A. Beach, Vice-president of Unit Construction Co., Tells, After Direct Contact With Trade Throughout the Country, Why Good, Continuous, Constructive Work Is More Necessary Than Ever

A careful survey of prevailing conditions in the talking machine industry based upon direct contact with the trade in all sections of the United States during recent months reveals a greater necessity than ever before for good, continuous, constructive work.

During the past several months many very poisonous influences, particularly in the nature of reckless abandon on the part of a portion of the trade, have been seriously felt by those constituting the more substantial element, and unless all manufacturers, distributors and dealers combine toward a well-conducted, constructive campaign there is a strong likelihood of public interest in the talking machine suffering a wane in another year.

The fight for business must not overshadow development work. The most wonderful strides made in the last ten or twelve years must not be offset by the slightest abandonment of the kind of effort which is responsible for the headway made to date.

Only comparatively a few years ago it was indeed difficult to interest the merchant of recognized big caliber in the handling of talking machines. He felt it beneath his dignity. That condition has changed, and to-day there is a sufficient number of highly reputable retail merchants with heavy investments in the talking machine line to guarantee its successful handling—to present a most formidable array against the marauder type—that is, if each can be made to realize the extent of his responsibility.

Unfortunately, the destructive element does not always come within the pale of the law in its operations and cannot be combated by organized resistance, except such resistance as is offered by strictly high-class merchandising and

publicity work and a high-class presentation of the line through properly equipped stores, high-class salesmanship, high-class and instructive advertising. These are the things which are



Harry A. Beach

going to prove the real solution of the problems at hand.

The factory must uphold the quality of its products. It must gauge as accurately as is humanly possible market needs, providing sufficient quantities, yet guarding against reckless overproduction. It must exercise a stabilizing influence over the balance of trade. It must, through its officials, maintain the closest possible contact with outside conditions and with its outlets, constantly guiding and counseling along lines which represent the highest ideals of a business, the real success of which, because of

its very nature, is fundamentally based upon such ideals.

The distributor, in order to properly function in the general scheme, should, by all means, maintain a well-balanced working equipment, one that will draw his trade to his place of business with as great frequency as possible in order that the much-needed contact may be complete. There should be a highly capable efficiency man who can gather together and, in turn, impart advanced ideas of business promotion and business getting to visiting dealers, and, by the way, there are no dealers of real worth who are not hungry for worth-while ideas.

The outside sales force must be alive and alert, must enjoy the confidence and respect of its trade and, above all, must be big enough to look well into the future, thinking and working beyond immediate sales accomplishments.

Above all else, the distributor must know his trade, know not only his value as an outlet for merchandise, but, of equal importance, what influence he is exerting locally toward the general uplift of business. A dealer who does not lend something toward the future development of the line is not safe to entrust with the responsibility of representation.

The dealer must, first of all, satisfy himself as to the commercial value of the line; he must determine to what extent he is going to depend upon his business or branch of his business for his future livelihood. Should his findings and decisions be favorable, his first procedure is to put his organization and store in such order as will insure maximum returns offered in his working district.

Never before has real salesmanship been such a potent factor in the talking machine business. Therefore, every possible care should be taken in the training of the dealer's sales force. Store conditions and setting should be so arranged as to create an atmosphere which will draw and hold the prospective buyer of machine and subsequent record purchases. No mechanic can do proper work without correct tools. A sales or-

## A New Model in the Natural Voice Line



ST50  
H37W40D23



ST53  
H37W40D23

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.



ST9  
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

**Natural Voice Phonograph Co.**  
ONEIDA, NEW YORK



**THE DEALER  
THE MANUFACTURER  
THE JOBBER and the  
TALKING MACHINE WORLD  
TRADE DIRECTORY**

*What the Directory Means to the Dealer—*

THE TALKING MACHINE WORLD TRADE DIRECTORY will provide the dealer with an authentic, accurate and up-to-date reference guide that can be utilized with safety in the buying of merchandise, and can also be used to furnish full details regarding any product manufactured or distributed in the talking machine industry.

*What the Directory Means to the Manufacturer and Jobber—*

THE TALKING MACHINE WORLD TRADE DIRECTORY will enable the manufacturer and jobber to carry a permanent message to the trade throughout the country at a minimum expense.

For the manufacturer of parts, etc., whose market lies in the manufacturing field, THE TALKING MACHINE WORLD TRADE DIRECTORY will be invaluable, because it will be used by every talking machine manufacturer or prospective manufacturer as a standard reference guide in the purchase of equipment.

For the manufacturer and jobber of any product merchandised through the dealers, the Directory will represent an ideal, inexpensive advertising medium, as it will be used by every progressive and successful dealer when he is in the market for merchandise.

*Advertising space in The Directory will be limited. We would suggest reserving space now.*

*Be sure you have returned your data sheet for listing in*



**THE TALKING MACHINE WORLD TRADE DIRECTORY**

*Compiled by*

373 Fourth Avenue



New York City







ganization, no matter how capable, is just as much at a loss as the mechanic without the necessary tools with which to work. Store equipment of right order is absolutely necessary to success. His local publicity work should be high-class and, as far as possible, on a par with national campaigns.

The dealer should constantly bear in mind the one salient fact that any line of merchandise is just as good as he makes it. If the promotion work is right and the presentation of the line what it should be, its acceptance by the public will be full and complete—if the merchandise possesses the merits claimed.

To maintain the strength of this magnificent industry every one involved must be a contributor, else in time its entire structure will give way. The Unit Construction Co.'s part in the general program is no small one, as is testified by the numerous letters received from dealers Unico-equipped, telling of the most satisfactory increases in their business following Unico installations, and we are going on bettering the business opportunities of this and that dealer until the presentation of the talking machine will be on a par with and beyond that of other standard lines of merchandise.

Quality will always be the basis upon which we will work, but this does not mean Fifth avenue elaborateness where not consistent, and we will always be just as much interested in the small town dealer as those in metropolitan centers, with preparations for his needs just as complete. If you believe in your business, defend it and protect it with every means at your command. The talking machine business is a delightful business, a gentleman's business, and is worthy of all you can put into it.

**FIRE WIPES OUT MUSIC STORE**

FAIRBURY, NEB., February 4.—The J. L. Chasdek stock of musical instruments, including talking machines and pianos, was completely ruined by a fire recently. Mr. Chasdek was preparing to move to larger and more centrally located quarters when the fire occurred. The value of the stock is estimated at \$40,000 and insurance was carried for about \$18,000.

**OKLAHOMA COMPANY BRANCHES OUT**

The Harbour-Longmire Co., of Oklahoma City, Okla., has been granted a permit to do business in Texas. The concern, which deals in talking machines and accessories and has a capital stock of \$100,000, has opened headquarters in Dallas, Tex., with R. A. Lattin, an experienced business man, in charge.

A new exclusive Victor establishment was opened in Winamac, Ind., recently. Wilmot Cullen has been made manager.

A man can't be cultured unless he has desires that way. Why not use the talking machine and records as the medium?

**OUR TALKING MACHINE EXPORTS**

Exports, Including Records for Twelve Months Ending December 31, 1921, Total \$3,928,819

WASHINGTON, D. C., February 8.—In the summary of exports and imports of the commerce of the United States for the month of December, 1921 (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 December, 1921, amounted in value to \$36,135, as compared with \$60,361 worth which were imported during the same month of 1920. The twelve months' total ending December, 1921, shows importations valued at \$613,143, as compared with \$875,830 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,679, valued at \$140,318, were exported in December, 1921, as compared with 8,041 talking machines valued at \$435,581 sent abroad in the same period of 1920. The twelve months' total shows that we exported 36,568 talking machines, valued at \$1,725,153, as against 87,571 talking machines valued at \$4,130,312 in 1920, and 66,157 talking machines valued at \$2,490,719 in 1919.

The total exports of records and supplies for December, 1921, were valued at \$188,199, as compared with \$287,631 in 1920. For the twelve months ending December, 1921, records and accessories were exported valued at \$2,203,666; in 1920, \$3,746,387, and in 1919 they amounted to \$3,702,668.

**NEW MODERNOLA CO. OFFICERS**

Reorganization of Executive Forces Effected at Annual Meeting—Geo. Seiffert Reports on Modernola Conditions in New York City

JOHNSTOWN, PA., February 9.—A complete reorganization of the executive forces of the Modernola Co., of this city, was consummated during the past month. At a meeting of the board of directors the following new officers were elected: F. B. Kinzey, president; C. B. Thomas, vice-president; D. S. M. McFeaters, secretary and treasurer; A. Ohlson, general manager; and E. E. Hohmann, sales manager. The new executives have rapidly taken up their various duties and are planning to excel all previous records during 1922.

George Seiffert, president of the Modernola Sales Co., Eastern distributor of the Modernola phonograph with headquarters in New York City, reports that the year recently opened has brought satisfactory demands for the Modernola and that a number of new dealers have been added during January.

Damage estimated at from \$10,000 to \$15,000 was caused recently to the stock of the Southern Sonora Co. at 310 Marietta street, Atlanta, Ga., by a fire.

**Empire State Finance Corp.**

Gotham Natl. Bank Bldg.

1819 Broadway, New York

Purchaser of talking machine and piano retail collateral notes or leases. Annual requirements may be arranged.

**EDISON SHOP IN DALLAS SOLD**

New Owners Reorganize Company and Increase Capital from \$20,000 to \$60,000

DALLAS, TEX., February 4.—The Edison Shop, Inc., 1300 Elm street, this city, has been purchased by W. W. Dyer and S. H. Lynch, of Fort Worth, Tex., owners of the Phonograph Shop in that city; W. P. Fowler, of Duncan, Okla., and J. R. Spann, of Dallas. Mr. Dyer is president of the new organization, which has increased its capital stock from \$20,000 to \$60,000. Mr. Lynch is secretary-treasurer and Mr. Spann is vice-president.

The Phonograph Shop, of Fort Worth, will form part of the company's holdings and it will be managed by Mr. Lynch. Mr. Spann will assume the personal management of the Dallas establishment. C. H. Mansfield, former president of the Phonograph Shop, of Dallas, has been made director of advertising and sales promotion for the company and he is outlining a live publicity campaign.

**DUAL-TONE PHONO. CO. ELECTS**

Stockholders of Dual-Tone Phonograph & Mfg. Co. Re-elect Officers and Directors

MANOR, PA., February 5.—The officers and board of directors of the Dual-Tone Phonograph & Manufacturing Co. were all re-elected at a recent meeting of the stockholders at the headquarters of the company here. Officers are as follows: J. Arthur Jones, president; Dr. W. M. Lauffer, vice-president, and J. B. Cunningham, secretary.

Directors re-elected are: Franklin D. Cox, J. B. Cunningham, J. W. Hoover, J. Arthur Jones, Dr. W. M. Lauffer, James Lundy, F. D. Peoples, Robert Winter, Richard Winter and P. B. Hensler.

**F. B. OSTRANDER PASSES AWAY**

Frank B. Ostrander, proprietor of a music store at 532 Knickerbocker avenue, Brooklyn, N. Y., and known throughout the talking machine trade in that city as an expert repair man, passed away at his home there, following several weeks' illness. He is survived by a widow and three children.

**DEALERS—The MADISON is a Real PHONOGRAPH**



Size 13" wide—12" deep—7 1/2" high

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

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

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

Plays 10 or 12 inch records clear and loud.

**Sample Price \$7.50**

—Quantity Prices on Request—

An Attractive Jobbers Proposition—Write for Territories

Black Leatherette Carrying Case, \$1.75

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





**Billy Jones, a new Columbia artist, sings "While Miami Dreams." Arthur Fields scores with "There's a Down in Dixie Feelin' Hangin' Round Me." The kind of vocal record everybody likes. A-3539.**

**Columbia Graphophone Co.  
NEW YORK**

## AWARDS MADE BY THOS. A. EDISON, INC., FOR SLOGANS

Henry C. Lawrence, of Webster Groves, Mo., Captures First Award of \$5,000 and Gets \$500 Additional From Silverstone Co.—Twenty-two Other Prizes in the List

Thos. A. Edison, Inc., has announced the awards in the phrase contest which opened last Spring and closed early in September, bringing in over a million answers from almost all parts of the world. In announcing the competition Mr. Edison said: "I want a phrase which will emphasize that our new instrument is not a mere machine, but that it is an instrumentality by which the true beauties and the full benefits of music can be brought into every home."

The great volume of answers received made the job of the judges a formidable one and they worked steadily for several weeks before they were able to sort out the best of the slogans and make their final decisions.

The first prize was awarded to Henry C. Lawrence, of Webster Groves, Mo., who received \$5,000 for the slogan, "A Fireside Encore of the Artist," from Thos. A. Edison, Inc., and an additional \$500 from the Silverstone Music Co., Edison jobber in St. Louis.

The second prize of \$2,000 was awarded to Edmund A. Knoll, Erie, Pa., for the slogan, "Artists Responding to the Encores of Home," and the third prize, \$1,000, to William J. Palmer, of Los Angeles, Cal., for the slogan, "All the Artist Gives the Home Receives." There were also twenty prizes of \$100 each awarded to G. R. Glass, Kansas City, Mo.; Adelaide S. Boekhoff, Omaha, Neb.; Louise T.

Sherry, Minneapolis, Minn.; Mrs. Edith J. Williams, Mamaroneck, N. Y.; M. Mulvey, Newark, N. J.; Geo. E. Wallace, Highland Park, Ill.; Paul Moschcourtz, New York; Ellalie J. Ruby, Rockford, Ill.; John W. Dobbins, Qualicum Beach, B. C., Canada; E. L. McGuire, Montegista, Col.; Henry J. Carroll, St. Louis, Mo.; W. A. Huey, Greenwood, S. C.; Emmon O. Stillman, Bloomfield, Ia.; Ed. Wolff, Milwaukee, Wis.; L. A. Helfer, Gastonia, N. C.; John A. Offord, St. Petersburg, Fla.; Edward H. Buckley, Philadelphia, Pa.; Mrs. C. G. Bierbower, San Antonio, Tex.; John S. MacLeod, London, Ont., and D. P. McKeithan, Carthage, N. C.

The winner of the first prize, Henry C. Lawrence, of Webster Groves, Mo., a suburb of St. Louis, is credit manager for the Blackwell-Wielandy Book & Stationery Co. He has been with the company for twenty years, and since 1905 has been one of the directors. Mr. Lawrence has written considerable advertising matter for the firm and gave them the slogan: "Everything New From Everywhere." He has also written four books on business, each of which has gone through several editions. He is the possessor of an official laboratory model. Chippendale mahogany, and is an enthusiast regarding Edison Re-creations, his favorite artists being Frieda Hempel, Anna Case, Walter Scanlan and Elizabeth Spencer.

## COLUMBIA MANAGERIAL CHANGES

Raymond R. Sparrow Leaves Atlanta Branch of Columbia Co. for New Orleans Post—John M. Mohl Succeeds to Atlanta Position

ATLANTA, GA., February 4.—Raymond R. Sparrow, sales manager for the local branch of the Columbia Graphophone Co. for the past several years, has resigned his position and gone to New Orleans, La., where he has assumed the management of the Columbia Co.'s local branch. John M. Mohl, who has been field representative for the company in this section, succeeds Mr. Sparrow at the Atlanta branch, and in addition to having charge of the sales forces in this territory he will act as assistant manager.

## NEW MEMPHIS STORE OPENED

MEMPHIS, TENN., February 4.—The Melody Music Shop, at 111 Madison avenue, is the latest addition to the talking machine establishments here. The store, which has a second floor location in the heart of the business section of the city, is the successor of the Fortune & Ward Music Shop, which was taken over by Saul Bluestein, former manager. A complete stock of Brunswick and Sonora machines, Brunswick records, and music rolls is handled.

## TO HANDLE VICTOR EXCLUSIVELY

M. L. Decker, talking machine merchant, of Cortlandt, N. Y., has disposed of his stock of various makes of talking machines and in the future he will handle the Victor line exclusively.

The  
**ECLIPSE  
MUSICAL CO.**

VICTOR WHOLESALE ONLY

CLEVELAND  
OHIO



**"Strong Competition  
in 1922"**

is the prediction for general business.

We think that so far as Talking Machines go "1922 will be the big Victor Year."

Sales, however, will require intelligent effort—lots of it—and the use of every aid to modern merchandising.

We will furnish those aids.



*The Trade in* **BOSTON** *and* **NEW ENGLAND**  
 JOHN H. WILSON, Manager  
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., February 6.—With most of the talking machine houses it was a case of better business than was expected during January, but, as one dealer expressed it, it largely depended upon the amount of pep and energy one put into it, for if one sets the machinery going properly to get business he'll get at least a large percentage of what he sets out to acquire. That seems to be only common sense, and there is absolutely nothing new in the idea. It has often been iterated and reiterated that there is business to be had. This was true in the lowest stages of business depression, and the right man with the right approach and the right methods can get it; and that's exactly why some dealers are finding business good, for they put into practice these very factors. February, though a short month, is expected to show up very well. A fact that is noted by many is the increasing demand for high-priced machines of established reputation, especially the period models.

**When Will That Dinner Be Held?**

When will the next dinner of the New England Music Trade Association be held? That is a question that is holding the attention of the local music trade. With Frank S. Horning, a hustling Victor dealer, as president, he is very naturally looking for the hearty co-operation of the talking machine trade of the city, for with a representative of this branch as head of the organization there is every reason why its representatives should put their shoulders to the wheel, though it must be said with some misgivings that the piano trade needs a little prodding once in a while, as the ever-faithful Secretary Merrill well knows. The main question touching a prospective gathering of the Association is, what shall be the magnet that will draw the men together? Some are in favor of a speaker who will discuss some live topic of the hour, wherein there shall be enough meaty substance that may leave some lasting thought in the minds of the members, some constructive idea that they can carry away with them. Another class is all for an entertainment, possibly of a vaudeville character, so right at the start is the difficulty of pleasing everybody. President Horning and Secretary Merrill have been in frequent conference lately as to what plan to pursue, so it may be that there will be something definite to offer the Association members soon. Is there any valid reason why the organi-

zation should not get together at least bi-monthly, the same as other business organizations?

**Important Shiddell-Bay State Deal**

One of the important pieces of news this month is the announcement made by the E. B. Shiddell Co., Inc., distributor of Okeh records, of its decision to transfer this distributing business to the Bay State Music Corporation, formerly distributor of Odeon records. The transfer went into effect February 1. The Bay State Music Corp., with which Herbert L. Royer has been identified, has had quarters in a nearby building, but it is quite possible, now that it has acquired the Shiddell Co. business, that the other quarters will be given up and the business concentrated at 142 Berkeley street, which has been the Okeh headquarters now for about two years. At this address there is opportunity for increasing the working capacity if the growth of the business under Mr. Royer demands.

In a circular which the Shiddell Co. has distributed to the Okeh dealers it is stated that all shipments made on and before February 1 will be shipped and billed by the Bay State Music Corp., and that all orders now on hand will be looked after by the same corporation unless orders to the contrary are received.

Mr. Shiddell, in thanking the dealers for their business and co-operation, announces that he is to continue in the music trades distribution and that his plans will be announced in a short time. He has a certain talking machine under consideration which he may decide to handle. John W. Connelly, who has been with Mr. Shiddell for about a year, will continue with him.

It is of more than interest that Mr. Shiddell has been confined to his home several days because of illness. He was over in New York toward the end of January and contracted a light attack of the influenza, which necessitated his remaining indoors.

**Larger Territory for Joseph Burke**

By a rearrangement of territory Joseph Burke, of the Musical Supply & Equipment Co., now has that part of Massachusetts which lies west of Springfield as a part of his field. This was formerly handled from the Vermont headquarters of the company. Mr. Burke, who has lately been on an extended tour of inspection in his territory, makes a most encouraging report of the future of the Sonora, and new and old dealers

**EASTERN SERVICE**  
 "NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"  
 HIS MASTERS VOICE  
 Our constant aim—the growth and development of Victor Dealers in New England.  
**Eastern Talking Machine Co.**  
 85 Essex Street  
 BOSTON MASS.

are taking hold of this proposition with vigor that promises well.

**F. V. Goodman Looks Over Local Field**

A visitor for several days here in Boston and making his headquarters with Manager Burke was F. V. Goodman, assistant director of sales for the Sonora Co. Mr. Goodman had not been in Boston before for some time, but he plans to be here oftener in the future, as according to a new plan he will give more of his time to surveying the field at close range. His mission here was largely in regard to a new advertising campaign which the company is to carry on at some of the high spots in New England, such as Boston, Springfield, Worcester, Providence  
 (Continued on page 70)

**A ROYAL ROAD TO FORTUNE**



With Victor Records back to pre-war prices, and in some cases—Red Seal—even lower, the Victor dealer has open before him a royal road to fortune. Grasp the opportunity and let DITSON SERVICE speed up your progress.

*Available from two central distributing points*

**OLIVER DITSON CO.**  
 BOSTON

**CHARLES H. DITSON & CO.**  
 NEW YORK



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

and Hartford, and on leaving this city it was his plan to spend a couple of days in each of these other four cities, completing the arrangements for said campaign.

Mr. Goodman while here had a good opportunity to look over conditions as they obtain locally and in an interview with *The World* correspondent he waxed quite enthusiastic over the prospects for business generally and especially for the Sonora product. He stated that with the disappearance of the nondescript instruments and the survival of a choice line of superior machines the industry was now getting to have a distinct place; in fact it has already been proved that an instrument of this character was a necessity in the home and that it has an advantage over the piano in that it is something that comes within the means of the humblest, and as for price he believed that with an eventual reduction in the cost of supplies and of labor there was no reason why machines of superior make should not be selling at lower figures at some time in the future. Speaking especially for his experience with the Sonora he said that there was a growing demand for the period models and he believed it would not be long before 50 per cent of the Sonora's business would be in this advanced type of machine.

#### Victor Enthusiasts Welcome Edgar Guest

Edgar Guest was in town the middle of January, coming here under the enterprising auspices of M. Steinert & Sons, which concern had this distinguished "poet of the plain people" entertain a large company of Victor enthusiasts in Steinert Hall. Mr. Guest was introduced by Robert Steinert, who has his office at the company's Victor headquarters in Arch street. Kenneth Reed, wholesale manager of the Victor department, was on hand to welcome the visitors and to see that everyone was happily seated. Mr. Steinert in his introduction referred to the fact that Mr. Guest was now a Victor contributor and coming from Detroit he sometimes makes

people forget that Henry Ford is that city's first citizen, a sally that caused much merriment. After a few words of merry introduction Mr. Guest recited a group of poems including the three which he has lately recorded for the Victor company. It is conceded by those who applaud good business enterprise that it was a capital stroke on the part of the Steinerts to get Mr.

Guest here just at this time and if the invitations sent around to Victor dealers had all been properly distributed Steinert Hall wouldn't have been big enough to hold the crowd.

#### A Beautiful Vocalion Window

In the window of the Vocalion Co. in Boylston street are a series of disks, red Vocalion ones alternating with cardboard ones, the latter

# HORTON-GALLO-CREAMER CO

NEW HAVEN



CONNECTICUT

## VICTOR SERVICE SPECIALISTS

Your Success is Ours.  
Let's get together.

# KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

## Brunswick

PHONOGRAPHS AND RECORDS

### Why Brunswick Records Are Superior

Brunswick owners and Brunswick dealers often ask why Brunswick Records are so much better than other records and what is done in Brunswick Studios to make them so.

The answer is, that while recording itself requires both the skill of the artist and the knowledge of the scientist, there is no magic formula for fine record making.

In the last analysis it is simply the combination of the best men, methods, materials and machines that money can buy—and then the taking of infinite pains in every detail.

Brunswick Records are often made and remade many times before Brunswick standards are entirely satisfied.

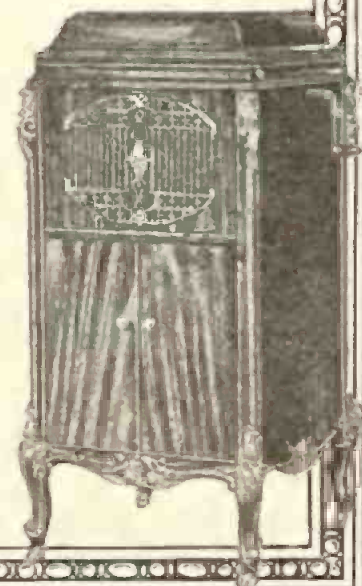
KRAFT - BATES AND SPENCER, Inc.  
1265 Boylston Street - - - Boston, Mass.

Steel Needles

NEW ENGLAND DISTRIBUTORS  
Albums

Record Brushes

Khaki Covers





with inscriptions in bold lettering such as "You'll know them by their color," or "Vocalion records play on all phonographs," or "You'll buy them for their tone," or "Vocalion records wear longer." These are attracting a great deal of attention from passers-by on this thoroughfare. Manager Wheatley reports that the January business was very good, which in part was due to the clever way that some export models were advertised and which found quick purchasers.

**To Establish Central Display Rooms**

Kraft, Bates & Spencer, Inc., which have their Brunswick wholesale headquarters at 1265 Boylston street, which is quite a ways out from the downtown business section, are about to establish a display room in the heart of the retail section, and it will be a joy to Harry Spencer to again get back into the old atmosphere with which he is so familiar. Which is to say that quarters have been leased in the Vose building, 160 Boylston street, and these are now being prepared for occupancy, the interior being repainted and new draperies and carpets put in. There will be no retail business done here, the idea being to have Brunswick dealers bring their customers so that they may inspect the wide variety of styles of machines that will be kept on hand. Mr. Spencer will make this his headquarters and later he may have someone to assist him. He expects to have the quarters ready for occupancy inside of a week.

**Herbert Shoemaker Visits Victor Plant**

Herbert Shoemaker, of the Eastern Co., was over at the factory toward the latter part of January, relative to some record matters, and also to inspect the new console models of Victors, which should be shipped here within the next few weeks. Mr. Shoemaker plans to make periodic trips over to the factory every three or four weeks. He says that the January business was excellent.

**C. C. Harvey Repair Men Dine**

The repair men of the C. C. Harvey Co., who devote their attention especially to talking ma-



**STEINERT  
SERVICE  
SERVES**

*Our Unswerving Policy*  
for  
**1922**

To Protect—to Develop—to Serve  
To the Limit of Our Ability  
**The Victor Retailers of New England**  
Already Established

Our Entire Stocks and Personnel At Your Disposal  
72% of Domestic Records in the Victor Catalog now in our stock

**M. STEINERT & SONS**

*New England Victor Wholesalers*

35 Arch Street

**BOSTON**

AT YOUR COMMAND  
ANYWHERE IN NEW ENGLAND



chines, were a part of the large company that dined a few nights ago at the Hotel Victoria, the others being the polishers and truckmen of the house. But the party was not confined to the workers from the Boston warerooms, for there were those from the Brockton, Quincy and Lynn establishments of the company, too. Manager White says that the Edison, Brunswick

and Victor business was unusually good during January, and even exceeded January of 1921.

**Interested in City Betterment**

Several of the talking machine dealers who are members of the Boylston Street Retail Merchants' Association were in attendance at the annual meeting of that body, which was held at the Hotel Brunswick on the evening of January 30, the election of officers following dinner. This organization has been in existence for several years and it has done a good deal in furthering the business interests of the various concerns located on this popular thoroughfare.

**D. Stuart Pope Takes Charge at Henderson's**

Henderson's, at 156 Boylston street, which is more officially known as Henderson's Brunswick Shop, has a new manager in the person of D. Stuart Pope, who has long been identified with the music business of Boston, though more with the piano end. Mr. Pope is a man of highly musical tastes, and has been an organist and choir director in his spare time, but this he gave up more than a year ago when new duties necessitated his traveling more or less. Mr. Pope is popular in the trade, has a wide acquaintance locally and there is every assurance he will make good in his new undertaking. He will likely renew his identity in a more pronounced form with the New England Music Trade Association, of which in the days when it was the Boston Association he was a very active member.

**Close Many Good Contracts**

January appears to have been a very good month for the Puritan product according to Manager John W. Ellsworth of the Boylston street headquarters, and several good contracts have lately been signed up for representation of this instrument. Benjamin F. Drake, who is associated with Mr. Ellsworth, has been making a canvass of the Maine and New Hampshire territory lately, and he has been able to interest a great many people in the Puritan proposition.

**Some Trade Brieflets**

Miss Mabel Aulson, formerly in the talking machine department of the R. H. White Co., has associated herself with Henderson's, where she is making many new friends.

The Hallet & Davis Co. was one of those Boston concerns to make a generous contribution to the Instructive District Nursing Campaign which has just closed a drive.

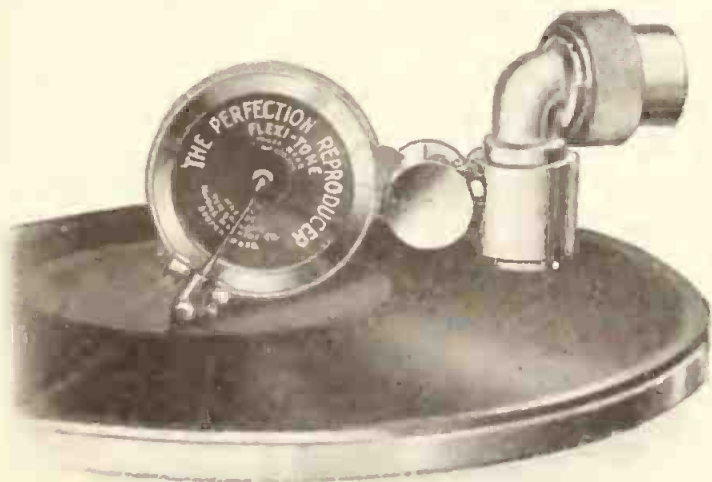
Ernest A. Cressey, of the C. C. Harvey Co.,  
(Continued on page 72)

**The "Perfection" Ball-Bearing Tone Arms**

and

**The "Perfection" Reproducers**

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

**NEW ENGLAND TALKING MACHINE CO.**

16-18 Beach Street

Boston, Mass.

Factory Representative

**L. A. SCHWARZ, Inc., 1265 Broadway, New York City**



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 71)

is enjoying the balmy climate of the South. He spent ten days at Daytona, Fla., and since then has been visiting other resorts as he and Mrs. Cressey are wending their way homeward.

A. C. Barg, wholesale representative for the Vocation in the New England territory, is over in New York at this writing conferring with the home officers.

**The Edison School of Salesmanship**

A school of salesmanship for the benefit of New England Edison dealers will be begun Monday, February 20, lasting through the week, and the Copley-Plaza has been selected by the Pardee-Ellenberger Co. as the scene of the sessions. This class follows the recent contest in the New England field which closed on December 31, the winners of which were to be privileged to attend this school. The final standing of dealers which represented winners were as follows: Division 1, F. S. Dyke, of Northfield, Vt., and Johnston Co., of Fort Fairfield, Me.; Division 2, Cushman Furniture Co., of Attleboro, Mass., and Trask Brothers, Milford, Mass.;

Division 3, Otis Skinner Co., Bangor, Me., and A. D. Elster, of Meriden, Conn.; and Division 4, C. C. Harvey Co., of Boston, and J. A. Foster Co., of Providence, R. I. Then the individual free trip winners were W. E. Birdsall, of the Phonograph Shop, Boston, and L. F. Harmon, of the Bon Marche Dry Goods Co. of Lowell, Mass. These two men, as well as representatives of the named concerns, will attend the class in salesmanship and have all their expenses paid. It is expected that nearly 150 will be in attendance at the session. The special speaker at the sessions will be William Maxwell, vice-president of the Edison Co. Either Mr. Silliman or some other representative of the Pardee-Ellenberger Co. will take part in the daily conferences.

Frederick Silliman, head of the Pardee-Ellenberger Co., went over to New York the first of the month to meet his son, Horace Silliman, who was coming home from England, where he is engaged in business. Mr. Silliman at the beginning of the year gave up the storehouse at New Haven, Conn., and removed the Edison merchandise to this city.

**Discontinues Making Talking Machines**

The Haywood-Wakefield Co., which is known the world over for its rattan furniture, has discontinued making talking machines, some handsome models of which now adorn the living-rooms of many exclusive homes. Accordingly, the Shepard Stores in this city have been advertising a sale of these machines at less than half price and in the display in the daily papers it is stated "The most remarkable selling of phonographs Boston has ever seen is about to become a matter of history."

**Vigorous Cheney Campaign**

A Boston visitor for several days has been C. E. Sanders, general sales manager of the Cheney line, which is now handled for the New England territory by Stephen A. Colahan, whose headquarters are at 196 Boylston street. Mr. Sanders went over the situation carefully with Mr. Colahan and plans were made to start in upon a vigorous advertising campaign. Mr. Sanders expressed himself as well satisfied at the

**GRANBY SALES OFFICES IN BOSTON**

Located at 21 West Street, With E. F. Carson, Assistant General Manager, in Charge

BOSTON, MASS., January 27.—The general sales offices of the Granby Phonograph Corp., formerly located in Norfolk, Va., are now located at 21 West street, this city. Edward F. Carson, assistant general manager of the Granby Phonograph Corp., in commenting upon this move, stated: "For a long time the company has felt that it was somewhat handicapped by operating from a general sales office located so far South. We believe that the big talking machine field is to be found in the section of the country north of the Ohio River and east of the Mississippi. The large portion of the Granby business was located in the eastern part of this territory, so it was natural that in looking for new headquarters the selection should have fallen upon Boston."

To move the offices of a corporation from one city to another is always a serious matter, but the Granby move was carried out without a hitch and the business which closed on Saturday, January 14, in Norfolk was continued Monday, January 16, in Boston. The new quarters of the company are more commodious than the old and have the facilities for caring for the steadily growing business of the company.

Edward F. Carson, who for the past eight months has been assistant general manager of the company, will continue in that work in Boston. He will reside in Virginia, however, and make frequent visits to Boston to direct the work.

The executive offices of the company will continue as heretofore in Norfolk, with H. H. Schumaker, general manager of the company, in charge.

The factory will remain as heretofore in New-

**COMBINATION**

For 1922 that cannot be beaten.  
Same "LONG QUALITY" CABINETS,  
Same "PEERLESS" ALBUMS,  
Same "GOOD SERVICE",  
Same New England Representative,  
with "the smile that won't come off."

**L. W. HOUGH**

20 SUDBURY STREET BOSTON, MASS.

manner in which Mr. Colahan is handling the Cheney proposition here, and he sees a good future for it. Among the new accounts signed up lately by Mr. Colahan are Bailey's Music Rooms, at Burlington, Vt.; Meikeljohn's, at Providence, R. I., and the Atherton Furniture Co., of Brockton.

**Kenneth E. Reed on the Go**

Kenneth E. Reed, the hustling wholesale Victor representative for the M. Steinert & Sons Co., is here, there and everywhere these days, as he pushes the Victor product among the dealers. A day or two ago he hustled over to several central Massachusetts towns and was accompanied by Robert Steinert, of the Arch street headquarters, and Jerome Murphy and E. T. P. Jenks, of the Boylston street Steinert house.

**Jerome Murphy Honored**

The mention of Jerome Murphy's name reminds one to speak enthusiastically of his long service with the Steinert Co., and his twenty-fifth year with this concern was fittingly observed the middle of January when a dinner was tendered him at the Hotel Brunswick. Alexander Steinert sat at the head of the table, and all the Steinert staff were present. Mr. Steinert, by way of giving adequate expression to his own appreciation of Mr. Murphy's services, presented him with a handsome silver service, while from his associates in the business Mr. Murphy received a beautiful gold watch.

port News. Owing to the rapid increase in the Granby business, elaborate plans have been completed for increasing the size of the factory and its ability for handling increased production, which the business will undoubtedly call for during the year 1922.

**"The Music Without the Blur!"**

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

**MARVELOUS MAGNOLA**

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Office Southern Wholesale Branch  
711 MILWAUKEE AVENUE 1550 GANDLER BLDG.  
CHICAGO ATLANTA, GA.

**LANSING KHAKI COVERS**

The Pioneer Moving Cover



High  
Grade

Government  
Khaki

Dealer's Prices NOW:

**\$6.00** medium size  
43"x20"x23 1/2"

**\$6.50** large size  
49"x23"x24 3/4"

**\$7.35** extra large  
52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap  
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS  
FOR PHONOGRAPHS AND PIANOS

DISTRIBUTORS

**Lansing**  
SALES CO.

170 Harrison Avenue  
BOSTON, 11, MASS.





A Typical Unico Installation.

Moorehouse, Martens Co., Columbus, Ohio.

## COMPETITION IS THE LIFE OF TRADE

But the successful merchant must meet competition and overcome it. Progressive dealers in the field of musical merchandising realize that the Unico System is the best means of meeting competition.

*Where Competition is Keenest Unico Equipment Predominates*

Note the number of Unico Installations in some of the more highly competitive centers:

New York City	160 Unico Installations
Boston	51 Unico Installations
Philadelphia	181 Unico Installations
Pittsburgh	48 Unico Installations
Cleveland	53 Unico Installations
Chicago	57 Unico Installations

Over 2500 Unico Installations are distributed thruout the country.

*The Unico System Will Enable YOU to Outdistance Competition*

Unico prices are today within reach of every dealer, and there is a wide selection of Unico Equipment to answer every requirement—large or small.

Unico Quality has for ten years been the accepted standard of equipment excellence in musical merchandising.

Unico Service starts with your inquiry and continues indefinitely. It offers you without obligation expert solution of your merchandising problems.

*The Unico System Creates Increased Profits  
Thru Increased Sales*

## UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, President

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.  
299 Madison Ave., Cor. 41st St.

ATLANTA, GA.  
49 Auburn Ave.

DALLAS, TEXAS  
209 Dallas Bank Bldg.

CHICAGO, ILL.  
30 North Michigan Ave.

LOS ANGELES, CAL.  
274 I. W. Hellman Bldg.

DENVER, COL.  
1741 Champa St.

SALT LAKE CITY, UTAH  
150 Main St.



Address our nearest office TODAY





A big feature for St. Patrick's Day, and every day! Chauncey Olcott sings "That's How the Shannon Flows" and "I'll Miss You, Old Ireland, God Bless You, Goodbye"—two tenor solos from *Macushla*. A-3525.

Columbia Graphophone Co.  
NEW YORK

### RADIO FANS ENJOY GUEST'S POEMS

Radio Concert Featuring Edgar A. Guest's Verses Heard by Many in Coast States

They are picking Edgar A. Guest's verse out of the air now. In January the Victor Talking Machine Co. released the first of a series of Guest records, on which was recorded the poet's own voice reciting three of his poems, "It Couldn't Be Done," "Ma and the Auto" and "Wait Till Your Pa Comes Home."

Early in January Mr. Guest received a letter from G. E. Reynolds, editor of the Stockton Record, in which he said: "This evening, January 3, we are going to radiate the sound of your voice throughout the West. The Stockton Record has installed one of the most powerful radio outfits on the Pacific Coast. The radiophone room is located on the third floor of the Record Building and the aerial is placed on the roof. Every afternoon from 4 to 4.30 o'clock we give a half hour of news service. Every Tuesday and Friday evenings from 8 to 9 o'clock and every Sunday afternoon from 2 to 3 we give a concert, usually from talking machine records, but frequently by well-known artists.

"Splendid reports come to us from wireless enthusiasts who have been 'listening in' at distant points. They tell us that we are very Q. S. A. (loud and clear) at points as far distant as Vancouver, Los Angeles, San Diego, Yuma, Denver, Salt Lake, Seattle and Walla Walla, Wash., and Portland, Ore. So, you see,

you will have quite an 'extended' audience when your voice goes out through the ether to-night."

On the same day Mr. Guest received a report from Radio 7 Z U, at Polytechnic, Montana, which said: "We heard your voice Q. S. A. (loud and clear) here about 10 o'clock to-night (January 3). Copied your poems O. K. but was not sure of call letter. Please verify this and send us your story. Did you use a portable wireless telephone?"

Another operator, Hubert H. Coate, 18 James street, Santa Cruz, Cal., wrote: "Was tuning up for a local concert and accidentally ran onto you about 375 meters at 8:50 p. m., January 3 (San Francisco time). Heard last part of poem, but lost you about 9 p. m. You were very Q. S. A. but faded out at 9 p. m. I was using a single detector tube and honeycombs when I picked you up."

All of this was a complete surprise to "The Poet That All America Reads." And that's how it happens they are picking Edgar Guest's poems out of the air.

### PAUL GOLD JOINS MEMPHIS HOUSE

MEMPHIS, TENN., February 4.—Paul Gold, formerly connected with the Silverstone store in St. Louis, Mo., was recently appointed manager of the Edison Phonograph Shop, at 103 Court avenue, this city. This is one of the most attractive and aggressive concerns in the State and Edison machines and records are handled exclusively by this establishment.

### G. D. LAKE OPENS BRANCH STORE

G. D. Lake House of Music, of New York City, Opens Attractive Store in New Rochelle

NEW ROCHELLE, N. Y., February 6.—The G. D. Lake House of Music, of New York City, opened an attractive branch store at 316 North avenue here last week. The new branch is completely equipped with all modern improvements, including record demonstration booths, record racks, service counter and a spacious talking machine display room. A complete stock of Vocalion, Sonora, Columbia and Brunswick machines is handled. The main store of this concern is located at 1487 Madison avenue, New York City. Besides talking machines and records musical instruments and accessories are handled.

### TALKER GUIDES LONDON CROWDS

Reinforced Tones of Talking Machine Warn Passengers on Underground to Hustle

According to reports from London, England, the citizens of that city not only enjoy the best of music in their homes through the medium of talking machines but even have the talking machine in the underground railway to admonish them to "step lively" while on the escalator. The apparatus used is known as the Stentorphone and is the adaptation of a device for reinforcing and strengthening the tone given out by the ordinary talking machine record, through the medium of a strong blast of air produced by a special blower.

The Stentorphone has been used to some extent in providing talking machine music of sufficient volume to fill a large ballroom with dance music or to provide music for theatres, but the machines used in the underground are provided with repeating attachments so that they may constantly reiterate the warning, "Step lively." It is understood that the mechanical announcer is quite as effective as the brass-throated guard who formerly held sway.

### "TALKER" MUSIC FOR LIBERIA

Self Service Phonograph Co. Closes Deal to Supply Negro State on West Coast of Africa With Talking Machines and Records

A deal has just been closed by the Self Service Phonograph Co., of New York, and the Liberian Government, whose headquarters are in Philadelphia, Pa., whereby the independent country of Liberia on the West Coast of Africa will be supplied with a complete list of the latest records and machines. The deal was closed by representatives of the Liberia Trading Co., Major W. H. York, Dr. Arel Young Jordan and Douglas C. Wittmore, and Henry Goldman, president of the Self Service Phonograph Co. The first shipment will be made within a few weeks and regular shipments of records, machines, needles and accessories will be made at regular intervals.

## Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

**THE C. E. WARD CO.**  
(Well-Known Lodge Regalia House)  
101 William Street New London, Ohio  
Also Manufacturers of Rubberized Covers  
and Dust Covers for the Wareroom

### Distributors

- BRISTOL & BARBER, INC.  
3 E. 14th St., New York City
- YAHR & LANGE DRUG CO.  
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.  
Washington, D. C.
- BECKWITH-O'NEILL CO.  
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.  
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.  
Beckman Bldg., Cleveland, O.  
Butler Bldg., Detroit, Mich.
- THE REED CO.  
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON  
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS  
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.  
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES  
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS  
Buffalo, N. Y.
- SACHS & CO.  
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.  
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.  
35 Auburn Ave., Atlanta, Georgia  
630 South Boulevard, Charlotte, N. C.  
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE  
Butte, Mont.
- GRAY & QUOLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.  
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.  
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.



# MILWAUKEE

## Movement of Machines and Records Active in Comparison With Previous Months—Reduction in Record Prices Has Stimulated Trade

MILWAUKEE, Wis., February 7.—One of the outstanding features of business in the last two or three weeks has been the spurt experienced in the call for records under the stimulation of reductions in prices. The announcement that record lists have come back to the pre-war basis seemed to strike immediately a most responsive chord in the minds of the public, for sales at once showed a healthy increase, which is being sustained well.

The movement of instruments naturally is not active in comparison with the previous two or three months, when the holiday shopping season, as usual, brought sales to the highest point of the year. Nevertheless, retail dealers express themselves as gratified over the amount of business that has come their way and they look for a generous increase in thirty to sixty days, when the Easter holidays again will provide the occasion for vigorous selling campaigns.

The wholesale and manufacturing trade is coming forward nicely, being favored with moderate orders since the beginning of the new year to replenish stocks brought to a low level by holiday demand. January and February always are "off-peak" months so far as retail trade is concerned, but the wholesale trade is kept fairly busy filling in broken lines and otherwise assisting dealers in readjusting stocks.

### Strong Record Demand Reported

"Our business in records is excellent and we cannot complain about the state of demand for instruments," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "The return of pre-war list prices on records has been a material help, although we have been doing an active business for a long time. Our dealers are keeping very busy selling records, especially to people who probably purchased their first machines at the recent holiday time and therefore are buying new records right along. The outlook is good and we look for an excellent year's business all through 1922. General business conditions are picking up nicely and all musical merchandise seems destined for improvement."

### Lively Business at Columbia Branch

Robert H. Walley, wholesale representative of the Columbia, with headquarters at 1575 Third street, is all smiles due to the active state of business in Grafonolas and Columbia records. Since prices of records went back to pre-war levels Mr. Walley had experienced considerable difficulty in keeping his territory in eastern Wisconsin supplied adequately and back orders have recently been increasing, more and more. Mr. Walley has done some splendid promotional work in this district in the last two years, and is now reaping the actual results of his vigorous efforts.

### Starr Publicity Pleases Dealers

The Hoeffler Piano Mfg. Co., distributor of the Starr phonograph and Gennett records, is meeting with a good response to its active solicitation for new business and its established dealers are doing effective work as well in this territory.

The high grade of advertising being done nationally by the Starr industries of Richmond, Ind., has aroused an exceptional interest in merchants to the extent of inducing their voluntary requests for franchises.

### An Excellent Edison Demand

Edison dealers in Wisconsin and upper Michigan are favoring the Phonograph Co. of Wisconsin with a fine run of orders for records and instruments as well.

### New Brunswick Dealers

The Brunswick, which has been "going strong" for more than a year, is establishing new marks every month, and Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., says it looks as if there were no more "seasons" in Brunswick trade, for one day is as good as another with respect to the orders coming from the field organization. In Milwaukee the Brunswick has gained a new foothold in the downtown business district by the appointment of the Lyric Music Co., 86-88 Wisconsin street, as an accredited dealer. The Lyric house is pushing its new line in a most conspicuous manner and during the first week in February devoted its entire display window to a striking trim featuring the Brunswick No. 2180 record "Stealing" and "Ty-Tec." This was designed and executed by Mrs. J. Rousellot, wife of the head of the company, who has gained a national reputation for her window trims featuring pianos, small goods, music rolls and now merits new laurels for her record trim.

### Yahr & Lange Co. Sales Convention

The Yahr & Lange Drug Co., the musical merchandise division of which features the Sonora phonograph and Okeh records, held a sales convention and entertainment for its entire dealer organization in Wisconsin and upper Michigan on January 15, as reported elsewhere in this issue of The World.

### Company Changes Name

The Eau Claire Wood Products Co., which took over the plant and business of the defunct Multitone Mfg. Co. some time ago, has changed its name to the Eau Claire Warehouse Co. and will engage extensively in business as a bonded storage house. The manufacture of Multitone phonographs will be continued, although the number of styles is being restricted.

### To Manufacture Reproducers

The True-Tone Reproducer Co., of Milwaukee, is a new corporation formed with a capital stock of \$25,000, to manufacture and deal in reproducing devices and other appliances and specialties for talking machines. The incorporators are: Wilbur I. and Oliver O. Barth, both of the First Wisconsin Trust Co., and Charles E. Wild, a local attorney.

### Joins the Prange Co. Forces

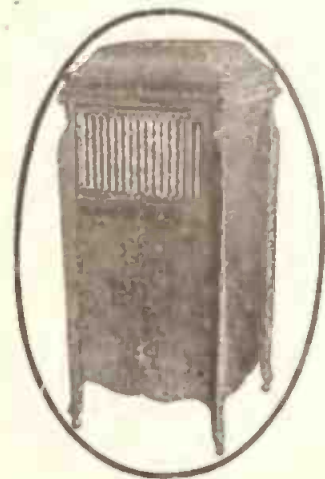
The H. C. Prange Co. department store, Sheboygan, Wis., has acquired the services of Miss Mildred Gilligan as manager and buyer of the talking machine department, which features the Victor. Miss Gilligan is especially expert at cataloging and is introducing numerous innovations in the record department.

### Making Many Connections

A. G. Kunde is making excellent headway in the introduction and promotion of the Homokord record, made in Germany. Mr. Kunde is exclusive distributor of the Homokord in the United States and is establishing connections in virtually every State.

### H. M. Hahn to Establish Own Business

Harry M. Hahn, who resigned recently as manager of the talking machine department of the E. R. Godfrey & Sons Co., is establishing himself in business here as a jobber of talking machines, accessories and musical merchandise



## BLANDIN

**B**LANDIN principles of construction which bring about its marvelous purity of tone reproduction are equalled in no other phonograph. A demonstration in competition with other makes will convince any prospective customer that he should have a Blandin. Dealers, let us tell you more about this remarkable phonograph, our superior way of shipping, and our liberal terms. Write today.

Racine Phonograph Co., Inc.  
RACINE, WISCONSIN.



generally. He is not ready to announce the lines he will handle. Mr. Hahn is a man of wide experience in the talking machine world, having been in the retail trade many years, retiring from this to go into the wholesale end with the Yahr & Lange Drug Co., whence he was drafted into the service of the Godfrey Co.

### S. F. Patchin With Cable Company

S. F. Patchin, for a number of years manager of the talking machine department of the J. B. Bradford Piano Co., is now in charge of the same department of the Cable Company at Chicago. Hugh W. Randall, president of Bradford's, said: "We were very glad to see Mr. Patchin better his position, although we very much regretted that he had to leave us. He takes with him the best wishes of the entire Bradford organization for his future success."

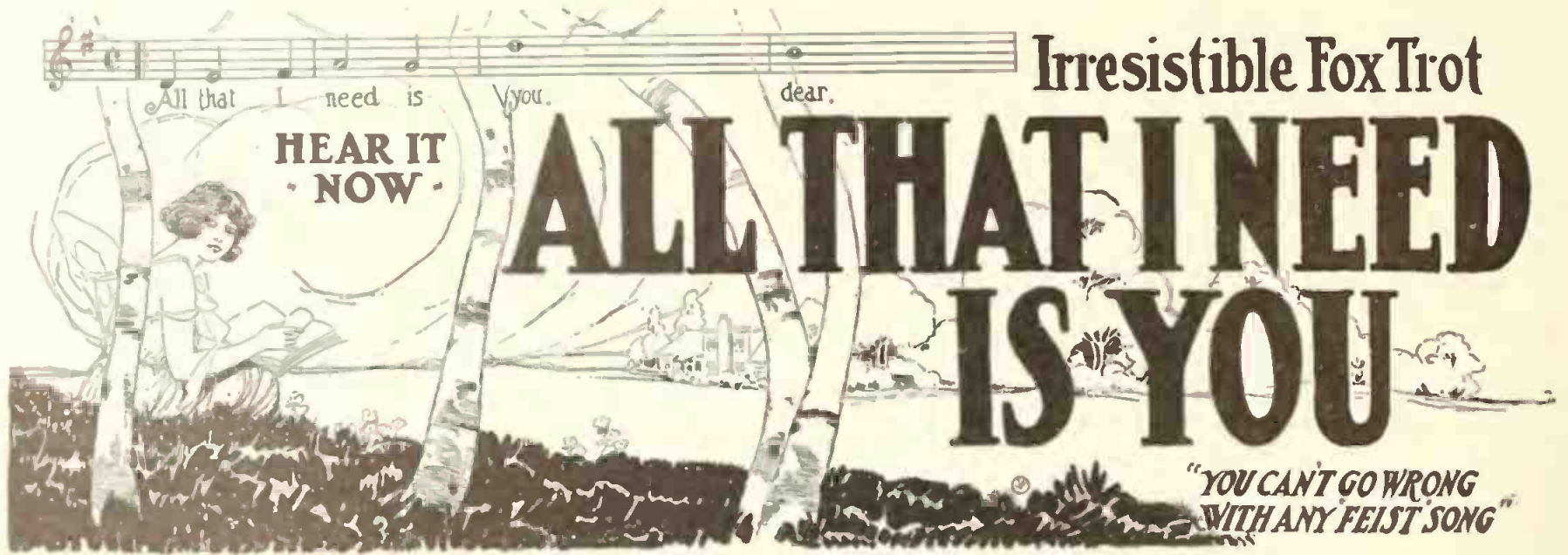
## THE BROOKS INBUILT AUTOMATIC REPEATING PHONOGRAPH



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' discount. Distributors wanted.

**BROOKS MFG. CO.**  
Saginaw Mich.





FENTON MFG. CO. NOW ORGANIZED

New Company With Factory at Fenton, Mich., Will Make Automatic Stop and Repeater—C. C. Brooks Elected General Manager—Edwin O. Klemm Appointed Consulting Engineer

The Fenton Mfg. Co., Fenton, Mich., was recently organized to manufacture and sell the devices covered by the Brooks-Klemm patents, and two of these devices are now being placed on the market. One of these is a simple stop that sets automatically and has only two working parts. This stop is furnished to the brake on either the turntable or governor disc, and also acts as a switch for machines having electric motors.

The other device consists of an automatic repeater, stop and tone arm combined that has been on the market for the past five years as part of the equipment of the Brooks phonographs made at Saginaw, Mich. During the past year the repeater has been redesigned and improved, so that it may be attached to any make or style of cabinet, taking the place of the usual tone arm. It sets automatically to any size record, the operator simply placing the needle on the record and setting a dial for the number of times the record is to be repeated. The record may be played continually or any desired number of times. It will replay any part of the record, stopping automatically when through and with the tone arm and needle in an elevated

position over the record in order to make record changing easy. The company states that many manufacturers of talking machines are equipping their lines with this device.

C. C. Brooks, who is well known to the talking machine industry, has been elected vice-president and general manager of the Fenton Mfg. Co. Mr. Brooks was for many years president and general manager of the Brooks Mfg. Co., and while associated with the latter concern brought out the Brooks automatic repeating phonograph.

Edwin O. Klemm has disposed of his phonograph business at Dayton, O., and accepted a position as consulting engineer of the Fenton Mfg. Co. Mr. Klemm has been identified with the talking machine industry for many years, and has to his credit a number of important patents in this field.

ROOS BROS. FORM NEW COMPANY

Jules and Nestor Roos, who are well known in the wholesale accessory field, having traveled from coast to coast in the interests of several well-known companies, have formed the firm of Roos Bros. and will act as manufacturers' representatives for Wall-Kane needles, manufactured by the Greater New York Novelty Co., and for several other well-known accessory lines. They both left for the Coast this week, and plan to visit several important trade centers en route for the Coast.

TWO NEW SONORA PERIOD MODELS

The Improved Pembroke and the New Lafayette Destined to Make a Wide Appeal to Buyers

This month the Sonora Phonograph Co., Inc., is introducing the improved Pembroke and the new Lafayette, each the fullest expression of Sonora quality in tone, beauty of finish and



Sonora Lafayette

mechanical perfection. Both are priced at \$175, well within the reach of people of modest income, who, nevertheless, take real pride in the appearance of their home.

The Sonora Hepplewhite Pembroke (improved) is one of the finest achievements in period model design ever created by Sonora's artisans and cabinetmakers. A period phonograph of this type will appeal particularly to those desiring an instrument of small proportions, who wish something other than the ordinary conventional upright model. Space is provided in this instrument for record albums.



Sonora Pembroke

The Lafayette is a still further step forward in period phonograph evolution. In its elegance there is that simplicity of line that bespeaks the utmost of aristocratic taste. The Sonora Lafayette will undoubtedly prove a big seller among those who desire a console phonograph of exclusive design at a moderate price.

The Sonora Phonograph Co. was among the first manufacturers to put out an instrument in period cabinets. The company states that the production of new period models of medium price has been made necessary by the large and increasing vogue for phonographs of period design.

The talking machine and record department of the Brasted & Jeffers music store is now in charge of Miss Alice Doty.

Success often brings poise, but more often it brings avoirdupois.

Your Store Needs a Musical Merchandise Department

Service to your customer demands it. They look to you to supply their music needs. Pianos and Phonographs alone will not do it.

The Music-loving public want Banjos and Saxophones, too—Ukuleles and Drums—Clarinet and Violins—and they pay handsome profits to the merchant who serves their needs.

In these times when people seek to spend wisely, the smaller musical instruments have a double appeal. Aside from the pleasure and recreation they offer to the musician, they are the tools of his craft. To the Amateur they open up welcome opportunities for earning extra money—to the Professional they are his very living. No wonder small goods sell!

And they will sell in YOUR store as they are selling in other stores. They will make new friends for you—bring new customers into your store.

There's an Easy Hand-Book to Musical Merchandise Buying

It's our Confidential Trade Price List—a small, compact book that quotes wholesale and retail prices on nearly 3,000 articles. EVERYTHING in Brass, Wood-Wind and Stringed Instruments and their Accessories—Drums and Traps—Accordeons, Harmonicas and Musical Novelties.

This book makes buying easy and safe. Every Music dealer needs it.

Send TODAY for Your Free Copy

THE FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 Broadway

Brooklyn, N. Y.





## OPPORTUNITY IS KNOCKING!!



F there ever was a time for Victor dealers to capitalize an incident, the time is right now—this very moment.

The new list prices of Victor Black Label Records begin a new era of added profits for energetic Victor dealers. This downward revision will push your sales more than ever, will make your store the center of attraction, and certainly, the "talk of the town."

An extensive advertising campaign is now under way which will reach every city, town and hamlet in the country. This publicity is going to work to the benefit of Victor dealers to the fullest extent, but only if they tie up with the general scheme.

Circularize your customers and prospective buyers—advertise liberally in your local papers—announce by showcards and billboards—use every practical means so that the public may know of the benefits of the new prices.

Do this and your 1922 sales, likewise your profits, will far outdistance your previous top-notch records. Opportunity is there for every Victor dealer. Open up the door !!



**C. BRUNO & SON, Inc.**  
351-353 Fourth Avenue      New York

*Victor Wholesalers to the Dealer Only*





**Columbia Gift Envelopes for Easter will help you sell more records. Appropriately designed and richly colored, they express Easter wishes with music. A good selling stunt. Ask your dealer service man.**

**Columbia Graphophone Co.  
NEW YORK**

## AKRON, O.

*Business Favorably Affected  
by Bettered Industrial Con-  
ditions—Good January Sales*

AKRON, O., February 6.—The advent of February brings the talking machine industry of the Akron district into what many believe to be the most enviable position of any industry—showing a gain during 1921 over the volume of 1920 business. Though total figures are not yet available dealers assert that the year's business will exceed the highest expectations of a few months ago. Dealers who failed to get the required quota of machines for the Christmas trade report that they still have orders unfilled.

Industrially Akron is showing gradual improvement and music dealers say that the increased factory operations are beginning to reflect in their business. Collections are somewhat better and sales for January were in excess of those for the corresponding month a year ago.

Victor business was very satisfactory during January, according to Earl Poling, a member of the firm of Windsor Poling Co. Many machines were moved during the month and the sale of records was surprising. He said he views the future very optimistically and believes that Spring will see much activity in the talking machine industry locally.

E. G. Rockwell, musical instrument and small goods dealer, reports that January business was beyond his expectations. Violins, he says, have been the mainstay of the business, and small goods, especially orchestra accessories, have been exceptionally good for several weeks.

The talking machine department of the A. B. Smith Piano Co. experienced an active month in January, according to Ernest Smith, manager of this store. He says that Sonora sales were more than the month's quota and that records made a big gain. The record and player roll department, which had been located in the rear of the store, has been moved to the front of the main floor.

George S. Dales, head of the George S. Dales Co., Victor dealer, is spending several weeks

with his family in Basso, Fla. Ray Porter, general manager of the store, is also in the South with the Dales family and will return to Akron within a week. Mr. Dales expects to remain South until April 1.

The talking machine department of the Dales store experienced a very satisfactory month, according to A. E. Jones, now in charge of this rapidly developing business.

### MICE HELP RECORD DISPLAY

**South Bend Talking Machine Store Finds New Way of Attracting Attention**

SOUTH BEND, IND., February 6.—Curious crowds were attracted to the large show window of the Elbel Bros. music store several days by the antics of two ordinary but extremely active mice which found evident pleasure in operating a phonograph record that had been placed at an angle on a pivot so that it revolved easily. To all appearances the mice discovered and enjoyed the experience of hopping on the record and making it revolve by racing around its edge.

The advertising value of the stunt was greatly enhanced when some humane persons reported to the Humane Society that the mice were being cruelly treated because of some mechanical device which made it necessary for them to run on the phonograph record whether they wished to run or not. A representative of the Humane Society learned, on investigation, that no mechanical device was used to operate the record and that it revolved only at the will of the sportive mice. The charges of cruelty fell flat and the mice spent several joyous days entertaining the crowds gathered to watch them.

### OKEH DEALER USES NEW DISPLAYS

Among the many Okeh dealers who are getting splendid results from the new series of window displays introduced recently by the General Phonograph Corp. is the Melodyland Music Shop, of Belleville, N. J. This dealer featured the January display to excellent advantage, and not only obtained good-sized direct results from the advertising but also received valuable indirect publicity.

### COLUMBIA FOR GLOBE THEATRE

**Period Model Graces Ladies' Smoking Room at Prominent New York Theatre**

The illustration herewith shows the Columbia Louis XVI Period Model in position in the Ladies' Smoking Room, Globe Theatre, New York. This model was chosen with discriminating care so as to match the coloring of the



**Grafonola in Ladies' Smoking Room**

walls as well as the other furniture in the room. Mr. Slocum, manager of the theatre, states that it has attracted much attention and many ladies have asked about it. Two selections that are also coming in for their share of commendations are "Blue Danube Blues" and "Ka-Lu-A," numbers recorded from "Good Morning, Dearie," now playing at the Globe. These selections are played during the period between the acts.

### INTERCHANGEABLE MILEAGE BOOKS

**Bill to Provide for the Issuance of Mileage Books for Convenience of Travelers Introduced in House of Representatives**

WASHINGTON, D. C., February 6.—Interchangeable mileage books, good on any railroad in the country, are provided for in a bill which has just been passed by the House of Representatives.

The measure directs the Interstate Commerce Commission to order all carriers to issue mileage books of not less than 1,000 nor more than 5,000 miles. Before issuing this order, however, the Commission is to promulgate regulations surrounding the use of such mileage, prescribing whether the tickets are to be transferable or not, and, if not, what identification may be required, and setting forth the baggage privileges to which lawful holders of such tickets are entitled.

The Commission will also have authority to set the rate of fare to be charged for such mileage books.

## Do You Throw Money Away?

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

**RENE MADE SPRINGS AND PARTS ARE BETTER  
COST LESS**

**RENE MFG. CO.**

**Montvale, N. J.**



# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., February 6.—Talking machine business in Philadelphia was quite satisfactory in the month just closed. The first week of January there was much activity, and then came a lull. The dealers did not understand why and felt that another period of dullness was coming, but from the middle of the month on there was a gradual increase in business and the trade entered February with sales steady and with signs pointing to a very good Spring business.

There were not nearly as many changes in January as members of the trade had expected, for the rumor-monger had been busy about the financial affairs of some small concerns. Nothing occurred, however, and the only important change of the month was that the Philadelphia jobbers of the Victor got together and purchased the business of the late George D. Ornstein from his widow, thereby reducing the Philadelphia Victor jobberships to five.

#### New Vocation Jobber Appointed

Another important announcement of the month is that the Vocation Co. has found a new distributor here in the Lincoln Business Bureau, located at 1011 Race street. This business concern operates establishments in Philadelphia, Washington and Newark, N. J., but the handling of the Vocation machine and records will be confined to the Philadelphia store, with a wide territory, including the eastern part of Pennsylvania, southern part of New Jersey and Delaware. Oscar W. Ray, the general manager of the Vocation Co., was in Philadelphia last week to complete the arrangements, and the firm is now going ahead to give this fine musical instrument the best possible recognition in this

territory. It has already gotten in a number of machines and quite a large stock of records. The Philadelphia Show Case Co., which was the former Vocation distributor here, has removed all its stock still unsold to the new headquarters, and the Lincoln Co. has already done considerable business in the supplying of Vocation records.

The Vocation will be given adequate space in the firm's building at 1011, which is now taken up almost entirely by office furniture, and B. H. Rogers, the treasurer of the Lincoln Co., will be in charge of the Vocation jobbership. F. S. Lincoln is the president of the company and is in charge of the Washington store and resides in the Capital City.

#### Blake & Burkart Open New Store

Blake & Burkart opened their new store, 20 South Tenth street, on Monday of this week, and they have it fixed up in an unusually attractive way. It looks as if they were bound to do a good business there, and they have the genial Mr. Elton in charge. There are two large display windows, one of which they are using at present to display a big Red record advertising the Vocation, surrounded by electric lights.

#### Doing Well With the Starr Line

The Witlin Musical Instrument Co., 807 Chestnut street, has very fine quarters in the I. Press Building, where it handles the Starr pianos and phonographs and the Gennett records. It has been doing a splendid business in both lines and has very fine offices and sample rooms at the address stated, with a large warehouse at 243 Church street.

The Witlin Co. had a very good year last year, much better than was expected. For a

considerable time this concern was merely a distributor, but last Fall it also entered the retail field. Among some of the leading firms here with whom it does business are the Grand Union Piano Co., of 853 East Allegheny avenue; Walter A. Williams, 1410 Porter street, and George B. Davis, 3930 Lancaster avenue. This firm handles the Starr piano, but many of our leading dealers here handle the Gennett records. The head of the firm is Benjamin Witlin. The local firm was recently visited by Fred Gennett, secretary of the Starr Piano Co.

#### Will Occupy Ornstein Quarters

The stock of the late George D. Ornstein Co., which was recently purchased by the five Philadelphia Victor jobbers, Louis Buehn & Co., the Penn Phonograph Co., C. J. Heppe & Son, H. A. Weymann & Son and the Talking Machine Co., is being transferred to these various houses from the late Ornstein headquarters, 1025 Arch street, which have been leased by the distributing department of the Talking Machine Co., which will shortly move to this address from its present address at 1933 Market street. Harry A. Ellis will be in charge of the distribution of the Victor product of the Talking Machine Co. He has long been connected with this company as general manager, with offices at the Thirteenth and Chestnut streets store, but will move to the Arch street address, and John A. Snyder, long connected with the Talking Machine Co., will be in charge of the Chestnut street main retail store.

#### Featuring Ted Lewis

From a 10-cent whistle to \$100,000 a year is the life story of Ted Lewis, and he is proving  
(Continued on page 80)

## Here's A Sales Fact For Victor Dealers

Casually it doesn't seem important—in reality it is a vital factor in producing sales.

Your *Belief* in the supremacy of Victor Products and your ability to *create* this same belief in the minds of the hundreds of people in your community—will determine to a great extent your volume of business this year.

The Philadelphia Victor Dealers' Meeting—March 6-7-8—will transform Belief into Definite Knowledge.

This Knowledge Means Selling Power.

Selling Power Means Sales.

**The Louis Buehn Company**  
of Philadelphia



## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 79)

why he made that rapid rise at the Shubert Theatre in the "Greenwich Village Follies of 1921." All Columbia dealers in Philadelphia have been provided with streamers announcing Ted Lewis, and four dealers, Starr & Moss, Ross' Frankford Music Shop, Meyers F. Hall and O'Halloran, have purchased space in the program as a further tie-up. The sales of Ted Lewis recordings are very gratifying.

**A Live-wire Columbia Dealer**

Here is a story of a real, live-wire Columbia dealer: George Ross, of the Frankford Music Store, decided to run a "Ton Sale" of Columbia Record No. A-3512. He purchased a large quantity and sent out over his mailing list an announcement that he had a ton of "Leave Me With a Smile" records. His customers started coming in and he started selling records.

One Italian who could not read English came and wanted to know what it was all about. He was told that this record was for sale. The Italian confessed that he would like the record but had no phonograph on which to play it. With this information as a cue Mr. Ross sold the Italian an F-2 Grafonola.

However, Mr. Ross' customers continued to come in and, due to a short shipment of A-3512, he could not fill all the orders, so Mr. Ross immediately asked for another shipment of that record, and when he got it another Grafonola was sent out informing those who were disappointed when his first shipment ran out that they could now purchase this record at the Frankford Music Store. The results from the second Grafonola were equally as great as the first one.

**Brunswick Dealers Report Progress**

The Philadelphia Brunswick distributor, R. M. Nelson, has been paying an extended visit to the trade throughout Pennsylvania and has returned with the opinion that everything is going well with the Brunswick in this district. Nearly all of the Brunswick firms complained to him of a shortage of stock, but several carloads have just arrived in Philadelphia and Mr. Nelson hopes to even them up in such a way that the dealers will have little of which to complain at present.

Mr. Nelson says: "The McWilliams Stores' manager in Wilkes-Barre states that December business was far beyond expectations, both in Wilkes-Barre and Nanticoke, and that business is continuing very good in both places. At the Leader Store in Bloomsburg business was reported as quite satisfactory; B. W. Leiby, who

opened a Brunswick department in Danville in December, said that he had sold out everything he had in the way of machines in December and that he is having a most satisfactory business in records. The Snyder Service Store at Sunbury is operating an exclusive Brunswick department and states that the only thing that keeps it from doing a very big business is the shortage of Brunswick merchandise. The Reigle Store and Yohn Bros., of Harrisburg, both report having had a large post-holiday business, but could have done a lot more if they had been able to get the goods. The Watt & Shand phonograph department at Lancaster, under the able management of W. R. McAlister, closed a most successful year, and the Brunswick Music Hall, of Scranton, where an exclusive Brunswick department was opened late in the Fall, reports having had a wonderful business."

Among the recent Brunswick visitors were: George H. Eldridge, of Pitman Grove, N. J.; Mr. Zerker, of the Regal Store of Hamburg and York, Pa., and J. I. Monroe, of the Brunswick Shop, Williamsport.

**Optimistic Over the Pathé**

O. M. Kiess, the new Pathé distributor here, is bending every effort to get things back to normal again and is highly gratified with the encouraging letters that his firm has been receiving from dealers who are entering into the sales of the Pathé with renewed energy. He states: "Business is progressing right along and things are looking better to us from day to day. There seems to be no question but that there will be an early reorganization of the Pathé Co. and we expect business to come along better in 1922 than ever before. The big price reductions that went into effect last December have moved immense quantities of merchandise and I believe things are going to get better right along."

**Some Recent Callers on Buehn Co.**

Louis Buehn & Co. are well satisfied with the volume of business they were able to do in January and are looking to this month with confidence. Among the recent Buehn visitors here were: Mr. Coles, from the Ventnor Pharmacy, Ventnor, N. J.; A. Paul Yerger, Soudertown, Pa.; Mr. Moore, of the Johnston Co., Lancaster, Pa.; Paul Erhardt, Salem, N. J.; M. J. Malarkey, Pottsville, Pa.; Mr. Loser, of the Miller Piano Co., Lebanon, Pa.; Leon Wittig, of the Wittig Piano Co., Reading, and I. C. Kennaro, Phoenixville, Pa.

**Entertain Principals and Teachers**

The second of a series of demonstrations given to the representative teachers, principals, etc., of Philadelphia schools and vicinity, in the Model Shop, on Music Appreciation was given January 14. The teachers were very enthusiastic over the demonstration, requesting that Miss Martin, the educational representative, continue to give such demonstrations. The second demonstration had twice the attendance of the first, which was extremely good encouragement.

During the week starting January 16 the local Columbia branch had the use of a display window in the Philadelphia Inquirer Building at Twelfth and Market streets, where at least 100,000 people pass daily. There was an attractive young lady in the window demonstrating the exclusive features of the Grafonola in a very

**H. A. WEYMANN & SON, Inc.**

1108 Chestnut Street

Philadelphia, Pa.

Victor Wholesale Distributors

Q.R.S. PLAYER ROLLS

WEYMANN KEYSTONE STATE STRING INSTRUMENTS

1922 promises to be a year that will hold much good in store for the Victor retailer. Therefore we urge that every Victor retailer concentrate his energies on Victor merchandise and we believe his efforts will be well repaid

*Towards this accomplishment  
we offer you unsurpassed  
service*

**On  
Guard**

Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.  
Write them or us for prices.

**Penn Phonograph Company**

913 Arch Street

Philadelphia, Pa.

Victor Wholesale Only



effective manner. The Enquirer people were a little worried for fear the police would put a stop to the demonstration, owing to the vast crowds that collected on the pavement.

Recent visitors to the Columbia branch here were: W. B. Hill, Pottsville, Pa.; S. H. Sortman, Newark, Del.; J. A. Wuchter, Allentown, Pa.; O. K. Fink, Pottstown, Pa.; H. B. Newkirk, Salem, N. J.; L. F. Oskierko, Mt. Carmel, Pa., and Mr. Mayer, of Gelb & Mayer, Bloomsburg, Pa.; I. H. Sortman, Wilmington, Del.; Mr. Klein, Bridgeton, N. J., and M. B. Pinkham, executive office, New York.

**The Music Shop Has Entire Building**

The Music Shop, talking machine and Okeh record dealer, of this city, has found 1921 business very good with every evidence of the new year surpassing it. L. P. Morsbach, proprietor of the shop, has announced that he has bought the entire building where the shop is now located, at 1620 West Passyunk avenue, and extensive alterations are planned to be made in the Spring, thereby providing greatly increased and needed facilities.

**Doing a Large Okeh Business**

The Okeh distributing business of A. J. Heath & Co., in this city, is reported to have opened the new year well. C. A. Malliet, who is now in charge of the company, is energetically planning for a big year. A. J. Heath, formerly in charge and who recently severed his connections with the company, is a frequent visitor at the headquarters, where he is placing his experience at the disposal of the new management.

**Alterations at F. A. North & Co.**

F. A. North & Co. have decided to bring their talking machine department from the mezzanine gallery, in which it has been housed since they entered this line of the business, to the first floor, and they have given the contract to the Unit Construction Co. to build them a series of booths and record racks. The music roll department of the firm will be moved to the present talking machine department.

**Looks for an Increasing Business**

Everybody's Talking Machine Co. reports having a very fair business since the first of the year and it is looking for it to increase right along. Among recent visitors were Louis Unger, of the Brilliantone Co., and A. B. Schechter, of the General Phonograph Corp.

**W. W. Weymann Pleased With Outlook**

W. W. Weymann, head of H. A. Weymann & Son, says that the outlook for an increase in business is decidedly promising. He said: "Regarding the talking machine business, the demand from our dealers for the February list of Victor records shows a very great increase over last year's February list, and orders for stock records likewise show a decided improvement. We are taking orders from our dealers for the new art model Victrolas and we will begin making shipments as soon as the machines are received from the Victor Co."

"We received in this morning's mail a number of reorders from our dealers for the new Motorola, which is proving a ready seller wherever it is being featured. In the Q R S roll section of our business some very good numbers have just been received and this department shows a continued increase in sales."

M. Rotter, of Bridgeport, Conn., dealer in talking machines and toys in that city, has been declared bankrupt.

**CLOSE OUT ORNSTEIN CO. BUSINESS**

**Other Victor Jobbers in Philadelphia Take Over Assets and Stock of That Company Following Recent Death of Geo. D. Ornstein**

PHILADELPHIA, PA., February 3.—It having been decided to discontinue the business of the George D. Ornstein Co., Victor wholesaler of this city, following the recent death of George D. Ornstein, arrangements were made whereby the other Victor wholesalers of this city purchased the assets and stock of the company, each wholesaler taking a proportionate share of the property. The move of the jobbers was in line with the desire of Mrs. Elsie T. Ornstein, the surviving partner, to be relieved of the burden of the business, as set forth in a letter to the trade, under date of January 21.

The work of inventorying the stock was a trying task and much credit is due to Louis Buehn, president of the Louis Buehn Co., local Victor wholesaler, and also president of the National Association of Talking Machine Jobbers, for his successful efforts as representative for the other Philadelphia jobbers in the handling of the details of the matter.

The distributors participating in the purchase of the Ornstein stock were: The Louis Buehn Co., Inc.; Penn Phonograph Co., Inc.; H. A. Weymann & Son, Inc.; C. J. Hepe & Son and the Talking Machine Co. of Philadelphia.

**REMINGTON STOCKHOLDERS MEET**

**Reconstruction of the Business Is Favored, but No Definite Action Taken—To Meet Again in New York City at Early Date**

PHILADELPHIA, PA., February 1.—A meeting of the stockholders of the Remington Phonograph Corp. was held at a local hotel in this city yesterday. This corporation was placed in the hands of a receiver in equity on December 1 of last year and at the instigation of the officers of the company an unofficial meeting of the stockholders was previously held on December 13. At that meeting a special committee was appointed to make the necessary investigation and the reports of this committee were rendered at the meeting yesterday.

It was stated by a representative of the company that although the company's by-laws do not provide for the holding of meetings outside the State of New York the directors, in response to a request from the committee and also due to the fact that the majority of the stockholders are residents of Philadelphia and places adjacent thereto, amended the by-laws for the holding of the stockholders' special meeting on January 30 in Philadelphia. Lengthy parliamentary debate delayed the development of plans for the future. James S. Holmes, vice-president of the Remington Phonograph Corp., stated that the stock represented in person and by proxy was largely in favor of a reconstruction of the business, but the meeting was adjourned without definite action being taken. Mr. Holmes states that the officers will promptly place the matter before the stockholders again at a meeting to be called in New York City and has full hopes for the continuance of the business with added capital.

**PEARSON PIANO CO. IN NEW HOME**

WORCESTER, MASS., February 5.—A concert marked the formal opening of the new quarters of the Pearson Piano Co., at 23 Main street, here last week. This concern now has one of the finest establishments of its kind in the city. Sound-proof record demonstration booths and talking machine display rooms are features of the store.

**Italian Music Rolls**

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.  
UNITED MUSIC STORES  
619 Cherry Street Philadelphia, Pa.  
225 W. Mulberry St., Baltimore, Md.

**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.

**H. N. McMenimen**  
*Consulting Engineer*  
Consultation by appointment on every phase of the phonograph industry, including:  
**Recording, Plating and Pressing**  
**Motor, Tone-Arm and Reproducer Design**  
**Patent and Model Development**  
**Sales Promotion and Advertising Plans**  
*Laboratory:*  
**Scotch Plains, N. J.**  
Tel. Fanwood 1438  
*Offices:*  
**2 Rector Street, New York**  
Tel. Rector 1484

**TO INCREASE MANUFACTURING PLANT**

**Business of the National Decalcomania Co. Steadily Expanding—Products Grow in Favor**

PHILADELPHIA, PA., February 9.—The need for increased facilities is again apparent in the business of the National Decalcomania Co. of this city. When the present management took over this business some four years ago only about one-third of the present plant was used. Under the management of George C. Grunewald the business of this company has grown steadily. During this period of time adjoining real estate has been acquired and additional buildings erected. However, this space is again insufficient for the steadily growing business of this company. Additional presses are needed, but there is no floor space for them. Accordingly, it is the plan of the company to erect additional buildings on adjoining property which they own in the near future. The National Decalcomania Co. produces decalcomania for all conceivable purposes. The department devoted to talking machine decalcomania is busy and the products of this company are being used for this purpose all over the country. There is also a good foreign demand.

Observe how all passionate language does of itself become musical, with a finer music than the mere accent: the speech of a man even in zealous anger becomes a chant, a song.—Carlyle.

**We buy Records, Motors, Parts**  
—anything in the talking machine line.  
*Send us full particulars and we will quote you a price.*  
Also send for our large list of **RECORDS, MOTORS and PARTS.**  
**RELIABLE PHONO SUPPLIES CO.**  
109 North 10th Street Philadelphia, Pa.



# KANSAS CITY

*Business Decidedly Improved—Prospects Grow Brighter—Stocks Are Low—Higher Priced Talking Machines and Records Have the Call*

KANSAS CITY, Mo., February 6.—January has been a record month in the sale of records, the jobbers and the dealers report, in the Kansas City territory. This is partly accounted for on the ground that the month followed a big month in the sale of machines; that the new records for the month have been unusually attractive; that the prices have been reduced, and that the public is buying more intelligently and systematically than in the past. The sale of machines has been good in the higher-priced models in the cities and dealers are stocking up on all classes of machines, following the cleaning-out sales of December. In some cases there has been activity in the advance orders for March and April delivery. Business is considered good in contrast with this time last year, when the dealers were overstocked, owing to the failure of the holiday sales and the slump in all kinds of buying that was going on. Dealers to-day, on the other hand, are optimistic and are not only doing a good business now but are looking confidently forward to an extra-good year, with a satisfactory turnover.

#### Brunswick Console Is Popular

F. M. Briggs, of the Brunswick, says that the Stratford console at \$300 is holding up as the best seller and that the demand is good and constant. The demand in certain lines is in advance of the factory output. F. W. Cooper, factory representative, was in Kansas City recently and reports that the factory is working full force and full time, but has not been able to meet the demand. Reports from over the territory are to the effect that the stocks are lower than at any previous time, and orders to fill up the stocks are coming in. Dealers are not ordering beyond their immediate needs,

however. The Brunswick branch here will add a new salesman soon to travel this territory.

The business of the local Brunswick shop in Kansas City has been better in December and January than in either 1919 or 1920, or January, 1921. The orders for records indicate that there is a dance craze on just now and there are an unusually large number of orders for "Wabash Blues" and some of the newer favorites. "Leave Me With a Smile," especially, is one of the biggest hits of the day.

#### To Attend Edison Jobbers' Convention

M. M. Blackman, manager of the Phonograph Co., of Kansas City, will attend the conference of jobbers at New York in February and take part in the celebration of Mr. Edison's birthday. While Mr. Blackman usually has some sort of a drive for business on, he is now waiting for this conference to decide on the plan of sales campaign for 1922. The sale of records in January is reported good, the new Re-creations released are meeting with exceptional favor.

Mr. Blackman is regretting that the Chicago office is taking away his assistant, N. A. Bailey, who becomes the assistant of C. E. Goodwin. The larger opportunity offered Mr. Bailey in the Chicago office has been earned by persistent and intelligent efforts that are highly appreciated.

#### Awaiting the New Victrola Models

Arthur A. Trostler, of the Schmelzer Co., Victor wholesaler, says that everything looks good to him. He says that the record sales for January have been phenomenal; that the dealers are filling up after a good holiday trade, and that the difference between now and a year ago is very marked. Then they were pretty blue, because they were left with large stocks on

hand and little prospects of selling them. To-day they have very little stock on hand and there is every reason to hope for a good year. January business, both in records and in machines, has been good, and the general attitude of the dealers is very optimistic. The new console models of the Victor promise to be popular with the trade. Orders are coming in and the comments that have been received from dealers who have not yet ordered show appreciation of the models themselves and of the company for furnishing them to the trade. Mr. Trostler expects soon to be able to announce a successor to D. R. Walsh, who was the head of the educational department of the Schmelzer Victor department and who resigned some months ago.

#### Strong Columbia Advertising

Mr. Johnson, of the Columbia branch, is calling attention to the aggressive advertising policy that is being carried out in this territory in local papers and reports that it is bearing rich fruit in sales of both records and machines.

#### New Post for Charles R. Lee

Charles R. Lee, who has been the manager of the Edison Shop in Kansas City, has become the manager of the Victor department of the Jones Stores Co. This department had an unusually large business during the holidays and was holding up well in January. An unusual opportunity for the development of a big business is offered to Mr. Lee with the Jones Stores.

#### Demand for the Better Records

H. J. Ivey, manager of the Victor department of the Peck Dry Goods Co., is calling attention to the high grade of business that is being done this month. He says that the sales of records have run to the Red Seals and that the ordinary records are not nearly so much called for now as during the holidays. Asked for an explanation of the fact, he ventured the opinion that the buyers now were the real lovers of music who bought persistently throughout the year and not those who bought thoughtlessly, to a large degree, just before the holidays. He sees in this feature of the

## Individuality in Your Product Will Mean More Sales for You!

### The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:  
8" and 9"



### The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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

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

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

*Established in 1914*

**Manufacturers of High Grade Tone Arms and Reproducers**

W. J. McNAMARA, President



Timely Releases

Wonderful Sellers

# Okeh Records

*The Record of Quality*

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

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

## Six Best Sellers

- |               |   |  |  |
|---------------|---|--|--|
| 4460          | { | I WANT MY MAMMY—Fox-trot . . . . .   | Green Brothers' Novelty Band                                       |
| 10 in.<br>75c |   | DAPPER DAN—Fox-trot . . . . .  | Joseph Samuels' Jazz Band  |
| 4468          | { | BIMINI BAY—Fox-trot . . . . .  | Harry Reiser, Banjo Soloist<br>Accompanied by Rega Dance Orchestra |
| 10 in.<br>75c |   | APRIL SHOWERS (From “Bombo”)—Fox-trot . . . . .  | Markel's Orchestra   |
| 4467          | { | WHEN FRANCIS DANCES WITH ME—Waltz . . . . .  | Markel's Orchestra   |
| 10 in.<br>75c |   | MONASTERY BELLS—Waltz . . . . .  | Green Brothers' Novelty Band                                       |
| 4479          | { | MY SUNNY TENNESSEE—Tenor with Orchestra . . . . .  | Lewis James  |
| 10 in.<br>75c |   | TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME—Tenor with Rega Orchestra . . . . .                   | Billy Jones  |
| 4497          | { | BLUE DANUBE BLUES—Fox-trot . . . . .   | Blue Diamond Dance Orchestra                                       |
| 10 in.<br>75c |   | KA-LU-A—Fox-trot. Hawaiian Guitar Effect by Virginia Burt . . . . .                          | Blue Diamond Dance Orchestra                                       |
| 4498          | { | THE SHEIK OF ARABY—Fox-trot,<br>Ray Miller, Melody King, and His Black and White Melody Boys |  |
| 10 in.<br>75c |   | FOUR HORSEMEN—Fox-trot . . . . .   | Glantz and His Orchestra   |

### General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City









CABLE ADDRESS REG'D  
"FILASSE-PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE  
BARKING 535

**IMICO INDIA RUBY MICA DIAPHRAGMS**

"IMICO" AND "SERVICE" ARE SYNONYMOUS AND QUALITY INCOMPARABLE

MANUFACTURED EXCLUSIVELY BY

**INTERNATIONAL MICA COMPANY**

PHILADELPHIA, PA.  
YOKOHAMA, JAPAN  
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

MIDWEST OFFICES AND WAREHOUSE  
106-110 W. LAKE ST.,  
CHICAGO, ILL.  
V. T. SCHULTZ  
CLEVELAND, OHIO  
RAYSOLO SALES CO.  
LANCASTER, PA.

ARTHUR BRAND & COMPANY  
CINCINNATI, OHIO  
WALTER S. GRAY  
SAN FRANCISCO, CAL.  
DAVENPORT PHONOGRAPH &  
ACCESSORY CO.  
DAVENPORT, IOWA

ARTOPHONE COMPANY  
ST. LOUIS, MO.  
STEINOLA COMPANY  
KANSAS CITY, MO.  
PROVIDENCE PHONOGRAPH  
SUPPLY CO.  
PROVIDENCE, R. I.

trade an encouraging omen and thinks that it speaks well for a fine business throughout the year. He also spoke of the fact that the sales had been mostly of machines which were priced above \$150 rather than below that sum. This corresponds, in a way, with the feature in the sales of pianos, where the high-grade instruments are selling unusually well and the sale of the lower-priced instruments is not so good.

**M. C. Schoenly to Resign**

M. C. Schoenly, manager of the wholesale Victor department of the J. W. Jenkins' Sons Co., reports that the most optimistic letters are coming from over the territory as to the closing up of the year that has passed and the opening of the new year. The dealers have taken advantage of the big advertising campaigns of the Victor and have put things over in a very satisfactory manner. He thinks that the large advertising that has been done during the dull months of 1921 will bear fruit in a very large way in 1922. Dealers visiting the wholesale department, as well as those writing in, are expressing their confidence in the future. The reports that are coming in from the field men are to the same effect.

Mr. Schoenly, who has made an enviable sales record with the Jenkins Co. during the hardest of hard years, will soon sever his connection with that company. He is not now ready to announce his future connection. The date of his closing with the Jenkins Co. will depend in part upon the time that company can provide a successor.

**Secures the Victor Agency**

The Paul Music Co. has secured the Victor agency heretofore held by the Boyce Voice Shop and has purchased the stock of records and machines. The removal of the stock took place on February 1 and this made things pretty busy at the Paul shop. This company has been an exclusive Columbia shop and the adding of the Victor line is considered by the management as a very valuable addition. The Paul shop is located between two of the most popular picture shows in the city, on one of the busiest streets, and close to some of the leading hotels. During the evening hours the shop enjoys a very satisfactory trade, not only from those who come to the theatres, but from the transient trade stopping at the hotels. Some very attractive show windows play an important part in attracting the trade.

**The Gennett Record Demand**

The Starr Piano Co. reports a very large sale on its Gennett records. They have been introduced to the public here by an aggressive campaign of advertising featuring the pre-war price at which they have been offered. The company management reports that the repeat orders from persons who were induced to buy on account of the price and publicity have been most gratifying. This popularity makes them look forward to increasing sales during the year.

**Happy Six Scheduled to Appear**

The Happy Six Dance organization has made several bookings for appearances in the Kansas City territory, and will appear under the auspices of local Columbia dealers in Topeka, Kans., Herrington, Kans., and Atchison, Kans., in the very near future. Probably appearances will be scheduled in other towns of the territory through

the Columbia dealers, and in the three towns mentioned above considerable enthusiasm is being worked up and dealers anticipate a big increase in Happy Six Columbia records as a result of the appearances.

J. W. Buck, vice-president, and R. V. Brown, president, of the Rorabaugh-Brown Dry Goods Co., Wichita and Oklahoma City, stopped off in Kansas City on their way back from a buying trip in New York City, and are pleasingly optimistic about business prospects for this year.

S. Brenner, formerly connected with the Brenner Furniture Co., of this city, will open an exclusive Grafonola Shop at 718 Minnesota street within a few days. Mr. Brenner is intensely enthusiastic about his opening and expects to do a splendid Grafonola and Columbia record business during 1922.

Several new appearances of Barbara Maurel, an exclusive Columbia artist, have been scheduled for the Kansas City territory, and Columbia dealers in the towns where these appearances will be have arranged splendid tie-up so as to secure all of the publicity and Columbia record business possible through Barbara Maurel appearances.

Mr. Waldo, of Ross & Waldo, Ellis, Kans., exclusive Columbia dealers, was in town this week to purchase his Spring stock of Grafonolas and Columbia records, and to attend the hardware convention.

The M. T. Abernathy Music Co., of Independence, Kans., will be exclusive Columbia dealers in Independence, Kans., from now on.

F. J. Williams, formerly of the transportation department of the Central Vermont Railway, has joined the sales staff of E. E. Clarkson & Co., talking machine and piano dealers.

**TO DISTRIBUTE THE RECORDOLA**

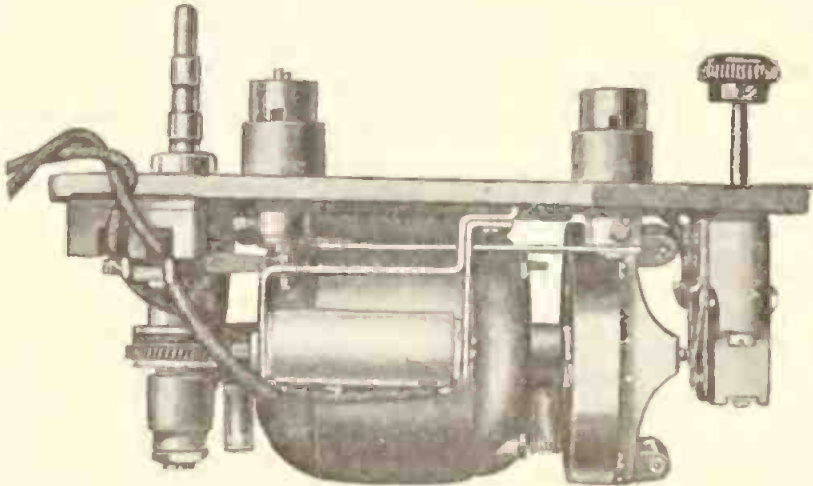
Cabinet & Accessories Co. Plan Active Campaign on Making Records in the Home

The Cabinet & Accessories Co., Inc., New York City, has been appointed distributor of the Recordola, made by the Recordophone Co., Inc., of New York City. This ingenious device for the making of records in the home is attracting favorable comment from the dealers and many orders have been placed. The Cabinet & Accessories Co., Inc., is presenting the Recordola in a particularly high-class manner. It is its policy not to sell by mail on this particular device, but rather to carefully demonstrate the proper working of the instrument.

**GRAFONOLA AT KIWANIS LUNCHEON**

TAMPA, FLA., February 6.—Six new members were initiated recently into the Kiwanis Club at the regular Wednesday luncheon at the Plaza Club. Dan Galvin and J. L. Lawrence, in charge of the entertainment program for the luncheon, introduced a new stunt at the meeting. A Columbia Grafonola was brought into the Plaza's main dining room and ten selections were played, each member being asked to write the names of as many of the selections as possible. Three prizes were offered by Mr. Lawrence in the contest and the winners were as follows: Miss Edith Price, first prize; Nick Palaveda, second prize, and Merle Price and Edgar Holt-singer tying for third place.

Olin S. Grove, talking machine dealer of Oakland, Cal., has added the Victor line of machines and records to his stock.



**The  
Efficiency  
Electric  
Motor**

The only electric motor sold with an unconditional two-year guarantee.

Write for our attractive dealers' selling plan which makes it possible for you to make that additional sale to your phonograph customer.

**THE SYMPHONY MUSIC COMPANY**  
1020 WILSON AVENUE  
CHICAGO



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

# LONG CONSOLES WILL PRODUCE SALES

When we introduced our "CONSOLES" to the dealers last year, we knew that we were offering the trade a quality product with unlimited sales possibilities.

Our sales during 1921 substantiated our belief that the dealers would find LONG CONSOLES an important sales stimulant, for we have been working day and night to meet the requirements of the trade.

LONG CONSOLES are recognized leaders in the Cabinet field, and for 1922 we are planning to give the dealers enhanced service and cooperation. You will find it distinctly profitable to carry a complete line of LONG cabinets during the coming year.

*Write for Our Catalog*

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



Style 600  
Sheraton



Style 601  
Colonial



Style 602  
Louis XV



Style 603  
Chippendale



Style 604  
Hepplewhite



# BUFFALO

*Trade Optimistic—Luncheon of Victor Dealers—Important Trade Changes—News*

BUFFALO, N. Y., February 9.—Talking machine dealers are more optimistic now than they have been for some time past. Industrial conditions are showing improvement and there is a general opinion that with building and lake navigation under way the unemployment problem will be close to solution in Buffalo. Dealers report January trade was considerably above their expectations, while February started with a good volume of business.

The Victor Dealers' Association of Western New York held an enthusiastic meeting at the Hotel Iroquois on January 26, following noon luncheon. This meeting was the first of a series at which it is planned to hear and discuss the releases for the following month. The dealers devoted three hours to hearing and discussing the March releases. President C. E. Siegesmund, of the association, spoke briefly on general conditions. The two jobbing houses, the Buffalo Talking Machine Co. and C. N. Andrews, were both represented at the meeting. It is planned to hear the April releases at a similar meeting to be held late this month.

Nora Bayes was a recent caller at the Buffalo Columbia branch. She was the star of a Schubert vaudeville program at the Teck Theatre and her local appearance has greatly stimulated the sale of her already popular records. Another Columbia artist who was recently in the district is Josef Hofmann, pianist.

G. W. Peace has resigned as assistant manager of the local Columbia branch and has been succeeded by H. W. Cardozo, who was formerly with the New York branch. O. F. Benz, record sales manager from the Columbia executive offices, called upon Branch Manager Haring and with him visited a number of dealers. Out-of-town dealers who have visited the local Columbia branch recently include Mr. Besch, of Gowanda; Mr. Mann, of Warsaw; Mrs. Reichoff, of Niagara Falls; Mr. Martin, of Fredonia; Mr. Murdock, of LeRoy; Mr. Caskey, of Eden, and Mr. Burtch, of Tonawanda.

Charles Hoffman, Sonora distributor in Buffalo, reports business showing steady improvement. Mr. Hoffman is planning to spend a month in Florida, returning in time to help make the Spring a record-breaker for the Sonora in this district.

The store of Houck & Emons, at 1476 Genesee street, has been sold to J. Kibler, the former owners going into another field of business. Mr. Kibler, who carries a general line of musical instruments, plans to make a big specialty of talking machine records.

J. C. Du Breuil, who has been placed in charge of a large district by the Brunswick Co., was a recent visitor here, calling upon Branch Manager C. W. Markham. Mr. Du Breuil has supervision over the Buffalo, Cleveland and Pittsburgh districts. He was greatly pleased with the outlook for Spring business as reported by Mr. Markham.

F. E. Russell, formerly manager of the talking machine department of J. N. Adams & Co., is now with Neal, Clark & Neal's sales department. F. S. Barber, formerly of Neal, Clark & Neal, is now manager of the talking machine department of the Rudolph Wurlitzer Co. store.

H. C. Culp is the new manager of the Adam Co.'s talking machine department. He is planning many improvements.

An alarm of fire was sounded from the Main street store of C. E. Siegesmund a few days ago, but when the firemen arrived it was found that a rag burning in a furnace pipe was responsible for smoke which filled the store. No damage was done by the blaze.

Elbridge Glantz has been appointed manager of the talking machine department of the Stranburg music store at Bradford, Pa.

Neal, Clark & Neal have been conducting a ten-day Victrola show, which has attracted many visitors. Much newspaper publicity was given the show and business was greatly stimulated during the period, the firm reports.

Dealers report price reductions on records have greatly stimulated sales and continued good business in record departments is expected for some time.

## O. W. HANSON REMODELING STORE

KANE, PA., February 7.—O. W. Hanson, exclusive Columbia dealer, of this city, is making extensive improvements in his establishment which, when finished, will make it one of the most completely equipped in this part of the State. Mr. Hanson, through aggressive sales methods, has built up a large business which is steadily growing.

H. L. Martin, music merchant of Loveland, Col., has sold out his entire stock, with the exception of Edison phonographs and Baldwin pianos, which he will handle exclusively in the future.

## EDISON SCHOOL IN QUAKER CITY

Sessions for Local Salesmen to be Held in Auditorium of Snellenburg Store

PHILADELPHIA, PA., February 8.—The Edison School for Salesmen, which is to be held in this city on February 20, 21 and 22, will be conducted in the spacious auditorium of the N. Snellenburg Co.

Dr. Benjamin W. Robinson, whose services were secured through the Carnegie Institute of Technology, will be the instructor in charge. William Maxwell and Gene Lockhart will be among those from the Edison Laboratories who will attend the Philadelphia school. The Edison jobber in Philadelphia, the Girard Phonograph Co., has worked hard on the preparation for this school, and the enrollment already made insures a complete success from the standpoint of attendance.

Just bear in mind that everybody was talking depression a year ago. To-day they are busy discussing improvement.



The  
Modernola

# Throwing Bouquets

WE believe we are to be pardoned when we explain that we refer to the many "Bouquets" which are being sent us by the Dealers handling the MODERNOLA to their thorough satisfaction.

Why not put the Modernola to the Test for yourself?

We have a very attractive proposition and know you will be interested, because here is a Phonograph perfect in every way and entirely different from all the rest.

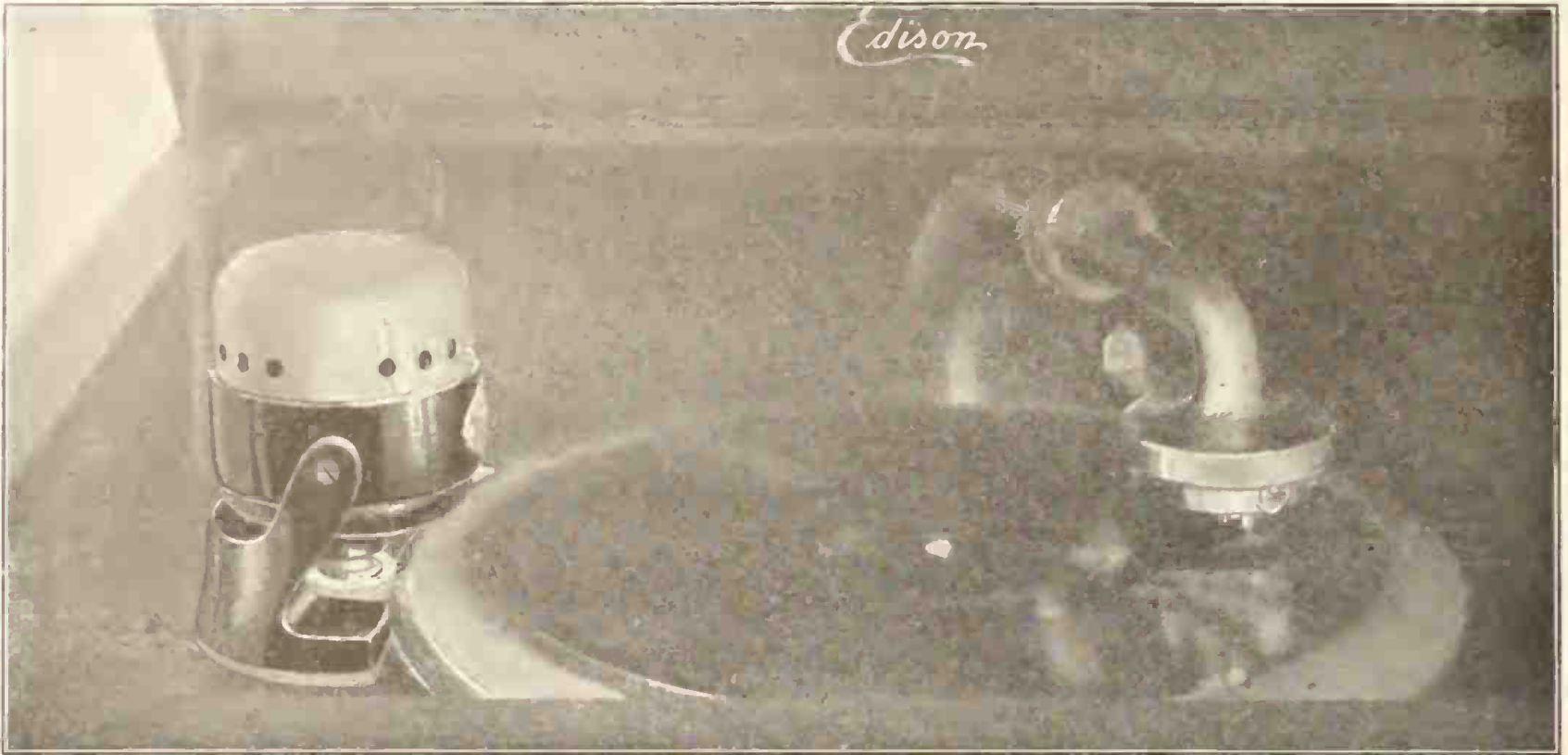
THE MODERNOLA COMPANY

JOHNSTOWN, PA.

For full information address Dept. D. Eastern Sales Representatives—The Modernola Sales Company, Inc. Geo. Seiffert, Pres. Offices: 929 Broadway, New York City

The Most Modern and Unique of Phonographs





Universally Adaptable—Insures Real Reproduction—Noiseless—  
Automatic—Eliminates Winding

THE PERFECT MOTOR FOR PHONOGRAPHS

# THE SHELTON MOTOR

More than 20,000 users

Edison, Victor, Columbia—any phonograph—  
can be quickly transformed into an automatic  
motor-driven instrument. Cost is negligible.  
Operated for less than five cents a month. Guar-  
anteed for indefinite use.

Thousands of satisfied users. When attached,  
simply give the turntable a touch, the motor starts  
automatically and runs at that even, uniform speed  
required for perfect tone reproduction.

Never out of adjustment. Made of the finest  
materials. Sturdy. Finished with painstaking care.  
Invisible when the lid is closed.

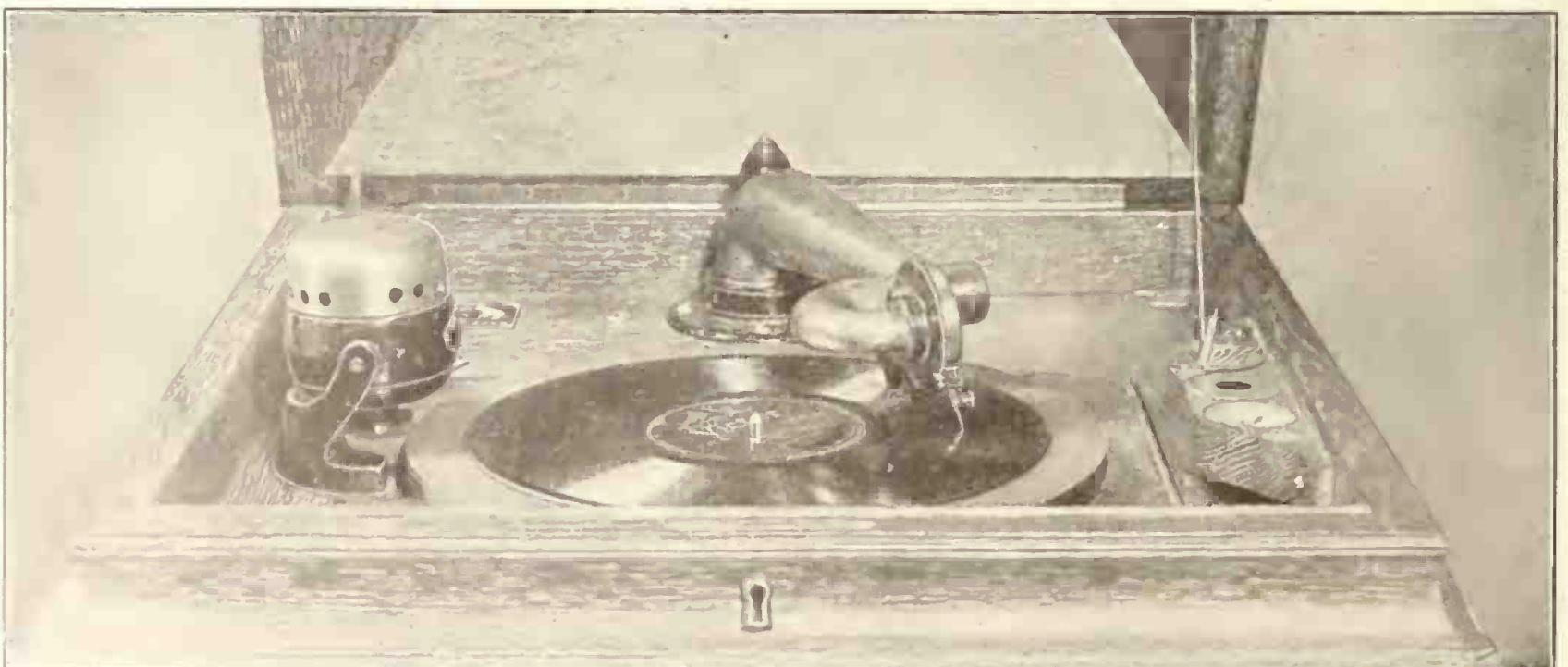
Phonograph dealers everywhere only need to  
show the Shelton Motor to convince the customers  
of its advantages and superiority.

We will gladly furnish you with the name of  
your nearest distributor.

**SHELTON ELECTRIC COMPANY**

16 EAST 42nd STREET

NEW YORK, N. Y.





**PERSONALITY AN IMPORTANT FACTOR**

Informative Article by H. B. Sixsmith, of Mickel Bros. Co., Embodies Suggestions Well Worth Consideration by the Trade

The following interesting and informative article, headed "Personality," and written by H. B. Sixsmith, sales manager of the Mickel Bros. Co., Des Moines, Ia., Victor wholesaler, appeared in a recent issue of the folder that is mailed regularly by this company to its dealers:

"Someone once remarked to me that 'selling was 10 per cent merchandise and 90 per cent personality.' While I might have doubted it at the time, I have since realized that the statement was not much overdrawn at that.

"The need for personality in business and the success that it brings are not to be disputed. By business personality I mean the little personal attentions that some of us forget to display at times, and which show a discriminating observance of the desires of our customers.

"The common term for such things might be 'service.' Satisfaction in service might be termed the keynote of personality in any business. Personality furnishes the keynote to every business proposition. More than that, it is the vital element in every enterprise, particularly in the big Victor business of to-day.

"The prices of Victrolas have become standardized. It is, therefore, imperative that every Victor dealer develop a personality that makes his store stand out above all others. By your personality you induce a customer to take a little more than a casual interest in your business and attract him into coming in again to trade.

"Strive constantly to impress upon all customers that behind every sale there is a personality that is trying to develop their good will. Study the 'ins' and 'outs' of human nature. We have long since discarded the 'public-be-damned' policy and in its place we have a modern one, 'the public be pleased.' A complaint from a customer is not sufficient excuse for you to 'fly off the handle,' but an opportunity to exercise your personality in dealing with human nature.

"Personalities have a far-reaching effect. In the western part of the State there is a town which has two dealers who sell Victrolas. One is an energetic, ambitious chap with a personality that is a marvel. To have met and talked with him is equal to a 'shot in the arm.' His hand-shake comes from his heart, and when he backs it up with one of his effervescent smiles you get a 'thrill that comes once in a lifetime.'

"The other fellow is an apostle of gloom. You're afraid to shake his hand for fear of pulling his arm out of its socket. He greets you with a mournful face and his first words are always something like this: 'Hello, how are you? Don't waste any time trying to sell me anything. Business is all shot to pieces and I can't collect a cent on my accounts. Better go over and talk to Frank. This business will soon have me in my grave.'

"Whenever I'm in this section of the country I always run in to see these two fellows, but I never call on 'Old Man Gloom' first. I always manage to get there about a half hour before train time. If I called on him first he would utterly ruin a perfectly good day for me, so I take no chances.



**Superior Universal Reproducer on the Edison**

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid to Dealer, \$4.75 Nickel—\$6.25 Gold  
Retail Prices, \$7.50 Nickel—\$10.00 Gold  
Quantity Prices on Application



Superior Specialties for Phonographs  
**BARNHART BROTHERS & SPINDLER**  
Monroe and Throop Streets CHICAGO

"The worst part of it is that his store reflects his miserable personality and even his clerks have caught it. Can you imagine what impression the customer gets, and do you think that such a personality will ever attract that customer again?"

"If you haven't a personality, develop one. If you can't do that, then pick out a fellow who has a good personality and imitate him."

**J. A. BLIESENICK BUYS BUSINESS**

Manager of Hahne & Co.'s Talking Machine Department Resigns and Buys Ridgewood Victor Store—J. Blake Made Hahne Manager

NEWARK, N. J., February 4.—J. A. Bliesenick, for a number of years manager of the talking machine department of the Hahne & Co. department store, New and Broad streets, this city, resigned his position last week to assume ownership and management of the Ridgewood Talking Machine Co., Ridgewood, N. J. Mr. Bliesenick started with Hahne & Co. about sixteen years ago as a polisher in the piano department and from there he gravitated to the talking machine department, which he helped to build up and managed successfully for some years. His new establishment is one of the most attractive in Ridgewood and his wide experience in the retailing of talking machines assures success. Victor talking machines and records will be handled exclusively.

J. Blake, Mr. Bliesenick's assistant in the management of the Hahne & Co. department for the past five years, has succeeded to the management, and although he has been in charge but a few days he is already considering ambitious plans for expansion and increased business. Mr. Blake has been connected with the talking machine business since 1907 and he is also an experienced merchandiser of machines and records. Victor talking machines and records and Sonora phonographs are handled in this department.

**FISKE SINGERS ON COLUMBIA LIST**

The Fiske University Jubilee Singers visited New York recently, and while here made several records for the Columbia Graphophone Co. They had made one song when G. C. Jell, of the Columbia recording division, called the employes of the company together, so that they might hear the Jubilee Singers make their second recording. The Columbia staff was keenly enthusiastic regarding the splendid voices of this well-known organization, and Columbia records will undoubtedly be given a hearty reception by the dealers.

Gibson M. Hall, manager of the United Phonograph Stores' branch at Middletown, Conn., has severed his connections with that company to enter another business.

**GOVERNMENT CURBS RADIO MUSIC**

Forbids Broadcasting of Concerts and Addresses by Amateur Sending Stations Until Interference Can Be Avoided

WASHINGTON, D. C., February 3.—The Department of Commerce has issued a temporary order forbidding amateur radio sending stations from broadcasting addresses and music until some system is worked out which will eliminate interference, which has been causing no end of trouble since the boom in this form of wireless communication started, about three months ago.

Professionals who hold commercial licenses are not affected by this order, but have been advised that they should work out some program among themselves if action by the Government is to be withheld indefinitely. It is estimated that there are more than 14,000 amateur radio-sending stations scattered about the country. The law provides that all sending stations must take out licenses.

**BRUNSWICK STORES IN NEW JERSEY**

B. Kemilhor in Madison, N. J., and the Merlon Corp., of Newark, to Handle Brunswick Line

The phonograph division of the Brunswick-Balke-Collender Co., New York, announces the appointment of two new dealers in New Jersey. B. Kemilhor has opened a well-equipped store in Madison, N. J., and intends to cover his territory for the Brunswick in a very aggressive way. This agency goes to the credit of T. J. Garland, Brunswick representative for this territory.

Another agency recently established was that of the Merlon Phonograph Corp., of Newark, N. J., which conducts a chain of stores in various cities in the State with headquarters in Newark. It has taken on the Brunswick line for the Newark, Bloomfield and Clinton stores and intends to feature it exclusively.

Sound Boxes to fit Victor and Columbia. Samples, \$6.00 each.  
Tone Arm and Sound Box, Per Set \$1.35.  
We carry in stock parts for all makes machines. Write for our catalog and prices.  
**Pleasing Sound Phonograph Co.**  
Manufacturers—Jobbers  
204 East 113th St., New York City  
Jobbing Territory Open

Patented Sept. 9, 1910  
Two other patents Applied for.

**The Most Dependable and Inexpensive Lid Support on the Market**

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent.  
Samples on request.

**STAR MACHINE & NOVELTY CO.**  
812 MILL STREET BLOOMFIELD, N. J.



# C I N C I N N A T I

*Business Is Quiet but Dealers Are Working Along Trade-making Lines—Record Demand Is Active—Albums Aid in This Connection*

CINCINNATI, O., February 6.—Talking machine business may indeed be rushing in Cincinnati, but there is a great deal of concerted and energetic investigation being made to discover in just what direction it is moving so rapidly. Its course, apparently, is not altogether toward the stores of machine and record dealers, though just enough of it is being isolated and lured into paying money for this sort of entertainment to make the dealers admit that they are fairly satisfied. Cincinnati dealers in talking machines and records seem sensibly not to have joined themselves with the great army of strident economic katydid who make the business grass resound with their pessimistic twitterings.

#### The Popularity of "The Sheik"

There is, at least, a tacit agreement that if every department of the stock-in-trade sold as well as that meteoric record, "The Sheik," all would be delightful. Morris Fantel, of Widener's Grafonola Shop, 117 West Fourth street, is one of several to pronounce "The Sheik" to be the month's best seller. He accords second honors to "The Wabash Blues." Mr. Fantel made a very encouraging report. He said: "Our record business for January equaled that of December! It was a 50 per cent improvement over last January. Our business in machines is much better, and we are optimistic enough to believe it will continue."

E. D. Fallin, of Widener's, Inc., spent several days in Cincinnati on his way to New York. A cash prize of \$100, offered by Widener's to the salesman making the greatest volume of sales, net business and largest down-payments during December, was won by R. O. Kindt, of the Cincinnati shop.

#### To Attend Edison Jobbers' Convention

Manager Oelman, of the New Edison Co., 314 West Fourth street, reported a fair trade during the month. He said: "Our business was satisfactory both in machines and records. We had not expected anything of exceptional nature, but for results obtained we are encouraged, though future conditions are considerably puzzling. Our best record sales were made of a piano record, 'Kickin' On the Keys.'" Mr. Oelman plans to attend the Edison jobbers' convention in New York February 11, Mr. Edison's birthday. Mr. Oelman will remain in New York during the week of the convention.

E. M. Abbott, of the Abbott Record Shop, Seventh and Elm streets, reports a fair business during January. He said: "Our January business was about medium. I am satisfied with the business done, but we did not do quite as well as we expected. One gratifying fact was that the greater proportion of sales was made on high-priced machines."

#### Again Proves Talents as a Drummer

When the Cincinnati Symphony Orchestra, preparing to take its annual Southern tour on January 23, found itself without the services of its regular drummer, Clifford Link, son of George Link, of Link's Record Shop, Vine street, filled the vacancy. Mr. Link was formerly with the Cincinnati Symphony Orchestra, and last year with the Detroit Symphony Orchestra. He is a master at the instruments of percussion.

E. I. Pauling, of the Starr Piano Co., reports a good business in both records and machines. Mr. Pauling visited the Starr factory at Richmond, Ind., in January, and reports that the record-making department of the factory is working both day and night.

#### Strong Victrola Demand

W. G. Rowbotham, of the Victrola department of the Baldwin Piano Co., is another dealer who accords first place in sales appeal to "The Sheik." He said: "The Sheik" is by far our biggest seller, both in records and music rolls. It is a tremendous hit. In the main, our busi-

ness for January was very good, about the same, or perhaps a little better, than last year. We are very well satisfied, although January business could be better."

Mr. Rowbotham calls attention to the new console models of Victrolas to come out the first of April. These are to be priced from \$115 to \$350.

Mr. Rowbotham conducted a "one set" sale of record albums in January and was most successful. He was soon sold out, and plans soon to launch another campaign of the same nature. The window of the Baldwin Victrola Shop was very attractive, centering on the new Victor catalog, many copies of which have been called for at the store.

#### With the Columbia Dealers

The Columbia wholesale branch in Cincinnati reports a number of interesting happenings in the business throughout the Cincinnati district. When a competing store in Madison, Ind., announced that it would give a free record concert each Saturday night at 7 o'clock, Edward Kirkwood, Columbia dealer at Madison, promptly hired a small "darker" to play a Grafonola at the door of his store and announced a free concert every day from 8 a. m. to 10 p. m.

J. E. Israel, of D. Sommers & Co., Indianapolis, is spending part of the Winter in Florida.

W. T. Breeze, Brooksville, Ky., Columbia dealer, married Miss Nan M. Hancock, of Brooksville. It is remarked that here is an opportunity for someone to allude to the Breezes and the "little Zephyrs."

Miss Lee Hatton, of the record department of the E. M. Abbott Co., was married January 7 to E. L. Kane.

Rodney Martin, proprietor of Martin's Music Store, Dayton, O., has issued an attractive circular calling attention to the advantages of having music at hand when it is desired. Mr. Martin, who is a Columbia dealer, remarks in his circular: "Happy Homes Mean Success, and Music and Its Appreciation Will Bring Happiness." Other parts of the circular are devoted to pointers for compiling a library of music.

#### Big New Brunswick Account Opened

S. Reis, manager of the Cincinnati branch of the Brunswick Co., reported one of the largest accounts to be opened by any store handling Brunswick goods in this territory as being that of the Sterche Bros. Co., which has stores in eleven cities in Tennessee and Kentucky.

Mr. Reis reports satisfactory business during January. He said: "Our business has been very encouraging, and we think there is an excellent outlook for the continuation of our good trade. We are out to get the business, and we will continue to push Brunswick products to the limit."

#### Calling On Pathé Dealers

A. R. Saunders, manager of the Pathé department of the Alms & Doepke Co., said: "Pathé sales in Cincinnati, and, in fact, throughout the Cincinnati territory, have been growing steadily during January. We are very much encouraged, and believe that the outlook is good for a successful year." Mr. Saunders left Wednesday, February 1, on a two weeks' trip through the northern part of Ohio, during which he expects to visit all Pathé dealers in the State.

#### What H. L. Chubb Reports

H. L. Chubb, of the Chubb-Steinberg Music Shop, reports a good business done during January. He said: "Although the month was not a record-breaker, business, nevertheless, was very satisfactory. Record sales were as good as December, and sales of machines were better."

F. X. Donovan, manager of the Victrola department of the John Shillito Co., reports a brisk trade for January. He said: "We were completely sold out on 'The Sheik,' although other record sales were good."

Your Line of  
Phonograph  
Needles Is Not  
Complete Unless  
You Display  
These Popular  
Brands

**REFLEXO**  
BLUE STEEL  
**NEEDLES**



Reflexo Blue Steel phonograph needles "hold the record" for popularity with jobbers and dealers the country over.

Write for samples and prices.

**GILT EDGE**  
**NEEDLES**



Gilt Edge phonograph needles are made from start to finish in the U. S. A. The point of a Gilt Edge needle is treated by an exclusive Reflexo process. This minimizes friction and eliminates the scratching, scraping sound. The chemical layer on the needle not only produces a more beautiful tone but actually prolongs the life of the record.

Write today for  
samples and prices.

**REFLEXO**  
**PRODUCTS CO., Inc.**

347 Fifth Avenue  
At 34th St. Suite 601  
New York City





## ANNOUNCEMENT

### *THE ORSENIGO COMPANY, Inc.*

**T**HIS company is recognized as holding a foremost position as manufacturers exclusively of period furniture.

The company is equally well known for having made the period phonograph a commercial success, having developed twenty-one distinct models. All of these designs are patented and owned by this company.

Heretofore they delivered their entire output of cabinets under contract, but are now at liberty to manufacture for the trade in general.

They have on hand a number of distinctive models, which can be purchased at very reasonable prices, either equipped or unequipped, as desired.

These cabinets are of superior construction and are subject to minute inspection. They can be examined in the raw wood or finished state at our factory where you will be cordially welcomed.

The "ORSENIGO" Period Phonograph will soon be on the market. It will be of interest in price and design to the most discriminating buyer.

#### *FACTORY*

Skillman Avenue and Rawson Street  
Long Island City, N. Y.

#### *SHOWROOMS*

110-114 West 42nd Street  
New York City, N. Y.



# IN PITTSBURGH

*Music Week Discussed by Association—Industrial Situation Improves  
—Distributors and Dealers Display Activity—Trade Outlook Good*

PITTSBURGH, PA., February 6.—Talking machine dealers here are much interested in the proposed "Music Week" plans that are being formulated for an observance of the same under the direction of the National Bureau for the Advancement of Music. The movement was formally launched some months since at a meeting of the Piano Merchants' Association of Pittsburgh, and was followed by the naming of a committee in behalf of the Musicians' Club of Pittsburgh. At first it was intended to hold the Music Week last Fall, but owing to the unsettled business conditions that developed it was deemed advisable to hold the matter in abeyance.

At the January meeting of the Association the president, Wm. C. Hamilton, who is also president of the S. Hamilton Co., Victor dealer, again broached the matter and was given hearty endorsement by M. V. DeForeest, the president of the National Association of Music Merchants, who was a guest at the meeting and who has stores at Sharon and Greenville, Pa., and at Warren, O., in which he has well-arranged talking machine departments. It is now planned to have Robert Lawrence, of the National Bureau for the Advancement of Music, arrange to come to Pittsburgh during May and address a meeting of representative music men and others interested in music and fix on a date some time in the Fall for a Music Week in the Steel City.

Among the talking machine dealers who attended the meeting were: Theodore Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer; A. O. Lechner, of the Lechner & Schoenberger Co., Victor, Edison and Columbia dealer; W. C.

Dierks, of the C. C. Mellor Co., Victor distributor; Arthur O. Arnbruster, of the Henricks Piano Co., Brunswick dealer; D. L. Aaron, of Kaufmann's, Victor dealer, and E. B. Heyser, of the W. F. Frederick Piano Co., Victor dealer. Another out-of-town guest was E. E. Schellhase, a Victor dealer of Waynesburg, Pa.

#### Starr Line Making Gains

H. C. Niles, secretary of the Starr Phonograph Co. of Pennsylvania, distributor of the Starr phonograph and Gennett records, reports a very satisfactory demand for the Starr and Gennett lines. The company has a very extensive territory, which is well covered by live-wire Starr dealers. One of the new places where the Gennett records are sold is a shoe-shining parlor in the concourse of the Pennsylvania station here. It is a very neatly fitted-up parlor, finished in white. In the showcase that adjoins the front of the shop is kept an assortment of Gennett records. The posters and other advertising matter of the Starr and Gennett lines are well displayed.

Jacob Schoenberger, president of the Lechner & Schoenberger Co., Victor, Edison and Columbia dealer, will leave this week for the South with Mrs. Schoenberger, to spend the greater portion of the remainder of the Winter in Florida.

#### Business in Carload Lots

S. H. Nichols, manager of the Pittsburgh branch of the Columbia Graphophone Co., stated that trade conditions, as far as the Columbia line is concerned, were showing a good improvement over the same period last year. Mr. Nichols is quite optimistic over the outlook for the next quarter and believes that the

Columbia dealers in his territory will establish some new sales records. It is reported that features of the sales in the Pittsburgh district the past few weeks have been "carload lots." It was stated by one in a position to know that in a great many cities and towns in the territory covered by the Pittsburgh Columbia branch carloads of Columbia Grafonolas were sold and that in Wheeling, W. Va., a two-carload order was booked.

#### Victor Wholesaler Is Confident

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., is optimistic concerning the Victor trade outlook in his territory and believes that with consistent effort and the employment of enterprising methods Victor dealers need not be alarmed as to the solidity of their future business. Mr. Evans is confident that the Victor trade will show a marked increase as soon as the stability of the industrial centers here is assured.

#### Industrial Situation Improves

Returning from a business trip to West Virginia and eastern Ohio, H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, had nothing but good words to say of the prospects for future business. In speaking with The World representative Mr. Brennan said: "The trade conditions, as I have observed them the past two weeks, indicate to me that there will be a slow but steady recovery of business in this district and the immediate vicinity. All indications go to show that the mills and mines will gradually resume and when they do their percentage of operation will increase rather than decrease. I have talked with a great many of the Pathé representatives in the various cities and towns that I visited and I have yet to meet one who took a discouraging view of business." Mr. Brennan stated that sales of the Pathé and Actuelle and the Pathé records for January were highly satisfactory and showed an increase over the same month a year ago.

Fire a few days ago did slight damage to the

## Insure Your Prosperity for 1922

By Securing an Agency for

# OKeh Records

OKeh Records are the equal of any made. They include the latest vocal hits and dance selections—also classical numbers by artists of world-wide renown.

We keep an ample stock of OKeh Records always on hand and can make quick deliveries.

Let us tell you about our Attractive Dealer Proposition for 1922.

## STERLING ROLL and RECORD CO.

137 W. 4th Street

Cincinnati, Ohio



Oh, play that Song of In-di-a a - gain. There's some-thing so ap-peal-ing in each strain.

# PLAY THAT SONG OF INDIA AGAIN

YOU CAN'T GO WRONG WITH ANY FEIST SONG

LATEST DANCE SENSATION

ASK TO HEAR IT

East Liberty store of the S. Hamilton Co. The blaze originated in an adjacent building and later reached the Hamilton store, but luckily the firemen were able to control the flames before much damage was done.

**Health-builder Records Popular**

John Henk, the well-known proprietor of the Columbia Music Co., Columbia dealer, is specializing on the Walter Camp health records and is giving daily demonstrations in his demonstration rooms. Mr. Henk stated that the Walter Camp records were bound to make a hit, as a number of business men and others who had seen and heard the records were delighted with their simplicity and practicability.

The estate of Joseph Hardwick, of Uniontown, Pa., music dealer, is being managed by Joseph Hardwick and his sisters, the Misses Lena, Sylvia and Ethel Hardwick. The late Mr. Hardwick was widely known and just prior to his death took possession of a fine new music and talking machine store on South Gallatin avenue. The Aeolian-Vocalion is handled by the store.

In the talking machine parlors of the Joseph Horne Co., dealer in Victor, Columbia, Cheney and Pooley, a fine demonstration in the shape of an object lesson in the making of the Cheney phonograph is shown. All of the parts that go to make up a Cheney phonograph are displayed on a large board. From this exhibit a close-up and detailed view is given of the methods and material used in the construction of the Cheney.

**Pleased With Business Outlook**

I. Goldsmith, president of the Player-Tone Talking Machine Co., in conversing with The World representative stated that the outlook for business was very bright. He said: "I feel

as though we are about to enter a very satisfactory business era. Our sales the past few months have been most gratifying and we have placed new distributors and district agencies in various sections of the country. We are making what I term a talking machine that meets with the approval of the trade and also the man and woman in the home. We have no complaint to make regarding business conditions and we feel that the Spring season will be most satisfactory."

**Columbia News Happenings**

The Galperin Music Shop, exclusively Columbia, certainly deserves the success it is meeting in Charleston, W. Va. Every important sales plan put out by Columbia recently has been put over enthusiastically. It never misses a chance. When it booked the Happy Six Orchestra recently it had 1,500 people out to the dance. The Galperin Music Shop has a sales organization that knows no figurehead. Everyone is a hustler from S. H. Galperin, manager, throughout, including Dan Nicholson, record salesman; E. Glesancamp, musical instrument salesman; Miss Marcella Salomon, bookkeeper, and Miss Dorothy Hemings, in charge of the sheet music department.

Joseph Horne's phonograph department is worthy of the fine reputation it has earned in Pittsburgh. It has an atmosphere of wholesomeness which encourages parents to bring their children and a big business is developed.

E. G. Dudley's drug store, Columbia headquarters in Wilkinsburg, Pa., has a reputation of being absolutely up to date. Columbia enthusiasts will accept this statement as true when we tell them every menu has a Columbia monthly record supplement pinned inside of it.

M. Mosesson isn't always through for the day when he closes his exclusive Columbia shop on the North Side for the night. He's enjoying the coon-hunting season, and the other night he and his party bagged three coons and a terrible appetite for breakfast.

**More Music for the Schools**

Under the caption "More Music for the Schools" the Pittsburgh Sun, an afternoon daily newspaper, has this to say: "The announcement at the meeting of the Pennsylvania Educational Association that music is to be taught more generally hereafter will arouse no opposition from those who have investigated the subject. The move is in accord with the ideas of the foremost educators of the day. They find in the study of music mental training of the best sort; moreover, it serves better, perhaps, than any other study to inculcate in the children appreciation of the beautiful.

"Music is an anodyne to soothe the spirit when it is wounded or oppressed by the unpleas-

ant things of life. It is desirable that everyone should be able to call music to his aid when there is need of it. And that will be possible if it is taught generally in the public schools.

"Another reason why instruction concerning music should be given children is that they may be placed on guard against the degrading influence of jazz or similar atrocities now masquerading as music. This so-called 'music' is having a pernicious effect. It is corrupting the people's taste. And there can be no better way of counteracting it than by teaching the children in the public schools to enjoy the kind of music which has always been associated with ennobling and inspiring things."

**Developing Sonora Trade**

H. Milton Miller, manager of the Sonora distributing agency in the Pittsburgh district, is looking forward to a brisk Spring season. He is enlisting the interest of his dealers in keeping the period models of the Sonora before their customers. He is of the opinion that in time the period model will dominate the talking machine industry in popular favor.

**Some Trade Brieflets**

Ben Hammond, of the Talking Machine Co., of Birmingham, Ala., Victor distributor, was the guest of his brother-in-law, W. C. Dierks, of the C. C. Mellor Co. Mr. Hammond is a brother of Mrs. Dierks.

W. F. Beck & Son, music dealers, are now located at 155 North Fairview street, Lock Haven, Pa. They carry Pathé and Sonora phonographs.

Fred C. Bitner has opened a Columbia Grafonola Shop at 23 Baltimore street, Hanover, Pa.

The Manley Piano Co. of Welch, West Va., has been incorporated with a capital of \$20,000 and will deal in pianos and talking machines. W. H. Needham is the general manager.

**TO INTRODUCE NEW COUNTER DISPLAY**

The Reflexo Products Corp., New York City, will shortly present to the trade a new and improved counter display stand for the Reflexo Gilt-Edge needles. The needle boxes in this new stand, while being visible, are not available from the front of the stand. This feature will protect the dealer against minor thefts which occur from time to time. This stand will be tastefully decorated in colors and is expected to prove very efficient as a silent salesman.

**HIGH CLASS PHONOGRAPH RECORDING**

FOR THE TRADE AT EXCEEDINGLY LOW PRICES

Newark Recording Laboratory  
15 West Park St. Newark, N. J.

**PERRY B. WHITSITT**

**Records Make Ideal Gifts**  
Every Victor dealer should teach his community to accept this fact.  
It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

**COLUMBUS ~ OHIO**  
VICTOR DISTRIBUTORS

**COTTON FLOCKS**  
.. FOR ..  
**Record Manufacturing**  
**THE PECKHAM MFG. CO.,** 238 South Street, NEWARK, N. J.



# S A I N T L O U I S

*Business Shows Improvement—Association Activities—Firms Appreciate Work of Sales Forces—News Budget From the Saintly City*

ST. LOUIS, Mo., February 9.—January business, taken altogether, has been only fair to middling. It was not that during the first half of the month, but the improvement the latter half helped to pull up the average. At that, though, it was up to expectations because nobody expects a great deal from January, and in some instances it appears to have been better than was expected. The foregoing refers more particularly to talking machines. The record business was very good, as it always is in January, partly due to the large number of new owners incidental to the holidays. While the machine sales have not been brisk, the recovery from the after-Christmas slump is proceeding normally and a pronounced improvement is expected this month.

#### Review of Columbia Activities

The local branch office of the Columbia Graphophone Co. has made a careful analysis of Columbia business done in this territory for the past year. One of the most striking results of this survey was dealer advertising. Without exception the dealers who have visibly increased their business have been the largest advertisers. These dealers have consistently advertised in the newspapers and have followed up their advertisements with a heavy distribution of circulars, supplements and attractive window displays to entice the public inside their stores. Their experience has been that the public, in buying records, is invariably habitual and that after a casual customer has come into the store several times there is a reasonable certainty that he will become a permanent buyer there. The dealer's real problem has been to sufficiently interest the public to come into the store. Hence the progressive dealer has turned to advertising as the

best medium of enticing new buyers to his store. Naturally, it has taken money to do this, but the added business which has subsequently resulted has more than paid for the advertising and has given the dealer large profits. As the year of 1922 advances it is to be hoped that the germ of clear vision as to the great value of advertising, with which many of the dealers have been gifted, will propagate and bring its rich reward to many others who sow it. Dealers who have had a foreign trade have discovered that the introduction to the public of the international records has resulted in a substantial increase in their record sales and the records have been acknowledged by their buyers as unusually good. The reduction of the price of 85-cent records to 75 cents has brought forth much enthusiasm from all the dealers in this vicinity who already see increased business as a result of this move.

#### Famous & Barr Co. Forces Banqueted

Nineteen twenty-one was a mighty good year in the talking machine department of the Famous & Barr Co. and Manager J. F. Ditzell, to show his appreciation of the good work of his organization, which helped to make it mighty good, gave a banquet for them at the Missouri Athletic Association. There was no formality about it. The guests ate to the music of a Victor and a Brunswick, one at each end of the banquet room, and after the eating they danced to the same music. The guests other than members of the organization were C. F. Jackson and Charles Shaw, of the St. Louis Brunswick branch, and Mark Duncan, of the Chicago Talking Machine Co.

#### To Manifest Appreciation

Another talking machine department that did

a good business last year is that of the Stix, Barr & Fuller Dry Goods Co. and the firm, to show its appreciation, will give a banquet soon to the members of F. J. Ennis' talking machine organization. At the annual dinner of the executives President Aaron Fuller complimented Manager Ennis on the showing made by the department since he had been at its head.

#### Manager Ditzell's Birthday Remembered

Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department, had a birthday February 2 and the employes of his department found it out some way and presented him with a beautiful potted plant for his desk. It gave him as much satisfaction as the inventory for the fiscal year ending January 31, which showed 1921 to have been the most successful year in the history of the department by a very safe margin.

#### A. W. Hosier Appointed Manager

A. W. Hosier is the new manager of the Scruggs, Vandervoort & Barney talking machine department, succeeding Miss Loraine Merritt, who resigned to get married. Mr. Hosier, who has been manager of the Victor department of the J. W. Jenkins' Sons Music Co., of Kansas City, Mo., for the past seven years, took charge here February 1. He has always been a Victor man, having been with the Schmelzer Arms Co. before going with the Jenkins house. The Vandervoort department handles both the Victor and the Brunswick. Mr. Hosier thinks the Vandervoort organization is wonderful. He plans to give most of his building-up attention to service. A large bunch of carnations from the employes was on his desk when he took charge.

#### Association to Be Active Force

Anxiety about the continuance of the Music Merchants' Association of St. Louis was allayed by a large attendance and an enthusiastic spirit at the annual meeting of the association at the Statler Hotel. The association had not been functioning very well for a few months and Secretary Ditzell felt so discouraged about it that he said as much in his letter to the members announcing the meeting, to this effect:



NOTE THE BEAUTIFULLY FIGURED VENEER IN THIS AMERICAN WALNUT TALKING MACHINE CABINET OF ELEGANT DESIGN

*The finest phonograph is appropriately encased in*

**AMERICAN  
WALNUT**

*"The Cabinet-wood Superlative"*

The manufacturer who calls upon American Walnut to help him meet competition has enlisted a powerful ally.

Where the "selling points" are plainly revealed it isn't much of a trick to book orders.

We are steadily strengthening the public's taste for American Walnut by our persistent and constantly increasing national campaign of advertising.

It is, naturally, *your* job to give them what they want.

*This is the "American Walnut Period"*

*Send for our valuable data for manufacturers—or data for dealers. Also the worth-while Walnut Book for your salesmen. Address the producers of American Walnut Lumber and Veneers, the*

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION  
Room 1022, 616 So. Michigan Boulevard Chicago



Two stirring marches by the U. S. Naval Academy Band, "Willow Grove March" and "Lights Out March," both on one record. Marches are always in demand—here are two unusually good ones. A-3523.

Columbia Graphophone Co.  
NEW YORK



"We expect that this meeting will decide the future of the Music Merchants' Association. It is rather hard to admit failure, but, to be frank, I believe the St. Louis Music Merchants' Association, considering the past and what might be possible in the future, is a failure. This failure might be due to many causes, but nevertheless in my opinion it is absolutely unnecessary to continue as an association. The present directors have tried in every way to make a successful association and at a recent meeting it was almost unanimously declared that we have failed. However, we want the expression of the members, as each has made a substantial payment covering dues, etc., therefore at this coming meeting we will decide whether to continue as an association or disband."

He talked to the same effect at the meeting, but the members, faced with the alternative of quitting or going ahead, voted to go ahead. The social feature is to be stressed more in the future. There are as many talking machine men as piano men in the association.

By unanimous vote the officers and directors who served last year were re-elected, as follows: President, P. A. Lehman, Lehman Piano Co.; vice-president, Mark Silverstone, Silverstone Music Co.; Secretary, John M. Ditzell, Famous & Barr Co.; treasurer, J. J. Kleekamp, Kleekamp Bros.; directors, P. E. Conroy, Conroy Piano Co.; E. A. Kieselhorst, Kieselhorst Piano Co.; and Val Reis, Smith-Reis Piano Co.

**Increasing Demand for Gennett Records**

Manager Earl E. Fay, of the Connorized Music Roll Co., which handles the Starr talking machines, says business is picking up and dealers are beginning to send in orders, following a lull in the early part of January. The demand for Gennett records has been so good that orders have outrun the supplies, so that on February 1 thirty-five orders were on hand which could not immediately be filled, but the promise was that the situation would soon be straightened out by day-and-night work at the factory.

**Silverstone Gave \$500 Additional**

When Thomas A. Edison, Inc., offered \$5,000 for the best Edison slogan, Mark Silverstone, president of the Silverstone Music Co., Edison distributor for the St. Louis territory, offered an additional \$500 if the winner was in this territory. Henry C. Lawrence, of Webster Groves, a St. Louis suburb, won the \$5,000 and received an additional \$500 from the Silverstone company. His suggestion was "The Fireside Encore of the Artist."

**Books "The Happy Six"**

The Walther Furniture & Undertaking Co., Columbia dealers at Cape Girardeau, Mo., has succeeded in booking "The Happy Six," Columbia exclusive dance orchestra, for February 16. The "Happy Six" will give a concert followed by a dance. This performance represents the initial appearance of Columbia artists in this city and the Walther Co. is making energetic plans to capitalize this opportunity.

**C. F. Shaw Goes to Baltimore**

C. F. Shaw, who has been city salesman for the Brunswick Co., has been transferred to the

company's Baltimore branch, where he will be district manager. R. F. Novy, who has been Missouri and Illinois traveler, takes his place here. N. O. Fiske, formerly of Kansas City, takes the Missouri and Illinois territory.

Mark Silverstone, president of the Silverstone Music Co., and his wife went to Orange, N. J., to help Thomas A. Edison celebrate his seventy-fifth birthday, February 11, and to attend the jobbers' convention.

**A Tribute to the Columbia Motor**

May Stern & Co., Columbia dealers in St. Louis, have featured in their window this week a handsome period-model phonograph, purchased abroad by Mr. Walheim, president of the company, and copied minutely from a cabinet masterpiece of Italian art. The cost of the cabinet alone was \$1,000. After a careful scrutiny of the various motors on the market Mr. Walheim finally decided upon a Columbia motor as one that he could thoroughly depend upon. Mr. Walheim has given this beautiful period phonograph to his daughter, who was recently married, as a wedding gift.

**A Remarkable "Find"**

Two Greeks, proprietors of a "Kandy Kitchen" on Delmare avenue, St. Louis, are the proud possessors of an imported "hurdy gurdy" piano from which many strange instrumentations issue when played. Upon investigation the interior of the piano disclosed among other instruments a small Columbia Grafonola, over twenty-five years old, and in perfect condition. The piano was originally constructed in Germany.

"Birmingham Blues," the latest Columbia special release, promises a run equal to the best of popular dance records in this territory.

**Returns from Visit to Headquarters**

A. B. Creal, Columbia branch manager, has returned from a sales conference in New York with Mr. Hopkins, general sales manager for the Columbia company.

The record department of the local Columbia branch reports unusually heavy record sales for the month of January.

**Other News Brieflets in Sainly City**

R. W. Jackson, manager of the Brunswick St. Louis branch, has returned from a business trip to Chicago.

R. R. Connor, who has been an outside sales-

man for the Silverstone Music Co., and R. G. Metcalf, who has been an inside salesman, have exchanged positions.

G. P. Ellis, of the Chicago Talking Machine Co., was in St. Louis recently.

Edward Schloss, of Schloss Bros., cabinet manufacturers, of New York, arrived here from Louisville, Ky., early in the month and left for Pittsburgh.

Manager J. F. Ditzell, of the Famous & Barr Co.'s talking machine department, has been carrying a crippled left hand, due to a misguided effort to remove a pasteboard protection from the front of his automobile radiator without stopping the fan.

Frederick Lehman, proprietor of Lehman's Music House at East St. Louis, has gone to Los Angeles for a month's stay.

J. A. Kieselhorst, of Alton, Ill., is beginning the erection of a new home.

**STARR PRODUCTS POPULAR IN IOWA**

The Duning Co., Distributor of Starr Phonographs and Gennett Records, Gets Enlarged Territory—Reports New Agencies

DES MOINES, IA., February 6.—The Duning Co., of this city, distributor of Starr phonographs and the Gennett records, reports that its territory has been enlarged to include practically the entire States of Iowa and Nebraska.

Walter Duning, head of the concern, states that there is a more optimistic feeling among dealers in this territory and business generally seems to be improving slowly. The Duning Co. has been experiencing a fairly active business during the past few weeks, especially in connection with the distribution of Starr products. Among new dealers who have recently taken on a line of Starr phonographs and Gennett records are the Germain Music House, Webster City, Ia., and the Nelson Electric Co., of Ames, Ia.

The Pleasing Sound Phonograph Co., of New York City, is planning to double its present floor space during the next year. Increased business makes expansion necessary. Other plans of this concern include a dealer campaign.

<p><b>PHONOSTOP</b> 5th Successful Year <b>ACCURATE—DURABLE</b> Reasonable Price Nickel or Gold Universal Standard Guaranteed Fully</p>	<p><b>NEED-A-CLIP</b> NEW FIBRE NEEDLE CLIPPER Retails at <b>Popular Price</b> A Superior Tool Guaranteed</p>
<p><b>THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.</b></p>	



## FEBRUARY MAKES GOOD SHOWING IN BROOKLYN

Business Getting Back to Normalcy—New Brunswick Ambassador—Jedlicka Expands—Leading Brooklyn Jobbers Getting Close to the Retail Trade—Weber Bros. in Bensonhurst

Despite the usual reaction of dull buying following the holidays in all retail lines, talking machine dealers in Brooklyn territory state that sales of records and machines have more than held their own. In the sales of machines the shopping and questioning type of prospective customer is in evidence. "This tendency brings us back to old times," remarked one old-established dealer, "which to me is a criterion that we are well on the way to a good, prosperous year of sound business." This statement reflects the attitude of all legitimate dealers in this busy section of metropolitan New York.

### Frank Elliot to Represent Brunswick

Frank Elliot, who formerly covered upper New York State, has been promoted to the more important section of Brooklyn, where he will now center his activities in the interest of the Brunswick phonograph and records. Mr. Elliot was very successful in his former territory and for this reason officials of the company promoted him to the more important post he now holds.

### Jedlicka Opens in Southampton

Reference is made elsewhere to the purchase by Jedlicka Bros., who conduct an exclusive Victor store at Bayshore, L. I., of the stock and good will of the store owned by Benjamin Rosen, at Southampton, an exclusive Victor agency. Many improvements are to be made in the store, among which are new record rack equipment and an enlarged show window. This store caters to many wealthy patrons and during the Summer months is extremely busy catering to a large number of Summer residents.

### Weber Bros. Open in Bensonhurst

The latest addition to the Victor dealer list is the store recently opened by Weber Bros. at Eighty-sixth street and Bay Parkway, in the Bensonhurst residential section. It has been equipped in the most approved style, with every known modern convenience to insure the efficient handling of the very best class of trade, to which this company plans to cater. Weber Bros. are brothers of the Weber Bros. who conduct a successful talking machine store on Broad-

VICTROLAS

## Opportunity

**N**EVER was the Victor dealer offered a greater opportunity for developing record sales than through the recent reduction of list prices of Victor records to pre-war levels.

Coupled with the substantial cuts in Red Seal list prices, there is offered the medium for a tremendous appeal to the public.

Are you taking full advantage of this great opportunity and getting your share of the business and profits?

VICTOR RECORDS

# G. T. WILLIAMS CO. Inc.

## 217 DUFFIELD ST. ~ BROOKLYN, N.Y.

way, where they received their first experience in the talking machine field.

### Practical Help for the Dealers

Helping the dealer become a better merchandiser of Victor products is the plan of the American Talking Machine Co., Victor wholesaler. This work is being done by Charles Offerman, traveling representative, under the supervision of R. H. Morris, general manager of the company. Each dealer is being loaned the services of Mr. Offerman, who is classifying the dealers' record stock by groups, according to the plan laid out by the Victor Co. in its Red Seal School. Each group represents a certain class of record and the different records in this class are listed by a system of card index, which enables the sales person to quickly suggest a substitute of any number called for, which may, at the moment, be out of stock, and thereby save many sales that might otherwise

be lost. Dealers are eagerly waiting their turn in this work and in consequence of this novel plan this wholesale establishment is a very busy place these days.

### George Martin With G. T. Williams Co.

George Martin, formerly connected with the Victor department of the Sterling Piano Co., has been added to the sales staff of G. T. Williams Co., Victor wholesaler. Just prior to coming to this new position Mr. Martin represented the Starr Phonograph Co. in Greater New York, where he was successful in placing many new agencies. In his new position he will be thoroughly at home, as he has had a long experience in the merchandising of the Victor product. He is to be assigned the New York territory, which he has covered for some time past.

## WINDOW DISPLAY PRODUCES SALES

**Okeh Dealer in Brooklyn, N. Y., Features New Okeh Window Display Service—Sells Records as Result of His Very Attractive Display**

One of the most enthusiastic Okeh dealers in local territory is the American Phonograph Exchange, Central avenue, Brooklyn, N. Y., which



Mr. Grumann's Attractive Window is owned by Mr. Grumann. This dealer is most enthusiastic regarding the new Okeh display service, which he states is an instrumental factor in producing sales for every record featured in the display.

The accompanying illustration will give some idea of the attractiveness of this display in Mr. Grumann's window. As soon as he received the January service Mr. Grumann arranged to display it effectively, and his enthusiasm was reflected in the direct sales which the display produced.

## CIRCULARIZE

YOUR RECORD CUSTOMERS WITH SPECIAL LISTS OF SELECTED RECORDS.

DRAW THEIR ATTENTION TO GOOD NUMBERS WHICH THEY MAY HAVE OVERLOOKED.

WE ARE ALWAYS WILLING TO HELP OUR DEALERS IN THE PREPARATION OF SPECIAL LISTS.

GO AFTER THE RECORD SALES.

# AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.  
VICTOR WHOLESALERS



# NEW ORLEANS

*Dealers Working Hard for Trade Are Being Splendidly Rewarded  
—Big Stores Are Expanding—New Piano House to Handle Talkers*

NEW ORLEANS, LA., February 6.—Satisfactory sales totals seem to be the reward of those dealers who are "on the job," who follow up every tip and who are constantly keeping their wares before their customers by means of circulars and extraordinary salesmanship. This, in brief, is the way the sales managers of the New Orleans music stores told their story about their business for the month of January.

It has been the smaller stores that have felt the January lull the most, though none seems to be disheartened, and the bigger stores report that they are satisfied with the results after everything is considered, especially when other lines are at a standstill.

Probably the best proof of their confidence is the fact that two of the big stores are planning the expansion and remodeling of their quarters. One of these is the House of Gruncwald, the other is not quite ready to make public its plans, but promises news for the next issue.

The Harris-Loeb Piano Co. will open about March 1 and will be one of the largest stores in the city, handling a complete line of talking machines and records, as well as pianos. That is some indication of what the New Orleans dealers think of reported hard times.

To begin, R. A. Young, the new sales manager of the Gruncwald Co., reports a very erratic business all through the month of January. At times the demand was so great that the force had to run to get around and serve all customers, while at other times it seemed as if there were a small-pox sign on the front door. This was true of both machine and record sales. An excellent business was done in the \$125 and \$150 Victrolas. A wonderful de-

mand prevailed for Red Seal records. At the Rampart street branch the Okeh records have been featured and the results have been very satisfactory. Mr. Young attributes the good showing made by his department to advertising and aggressiveness of his force. He regrets having lost Morris Thomson from his department. He was lured to the footlights and is now singing tenor with "Chu Chin Chow."

Plans for the improvement and expansion of the talking machine department of the Gruncwald Co. have been definitely decided upon, said Mr. Young. These plans call for a concert hall in the front part of the fifth floor, for the office to be moved from the second floor to the back part of the fifth and for the second floor to contain about fifteen additional display rooms for talking machines. When finished it intends to have the largest and finest quarters in the South. Work will be started on the remodeling some time this Summer.

Manager Powell, at Philip Werlein, Ltd., is in an optimistic mood, for since New Year's Day he has not let up once. It has been a steady grind. Circulars have been sent out and the salesmen have been following up the slightest clue that might lead to a sale. Mr. Powell stated that he had passed the mark of last January by a good margin. The company gave a dance for its employes on the second floor of the store on a recent Saturday, to which all Victor representatives in the city were invited.

Mrs. Trembely, formerly Miss Jalenack, manager of the talking machine department of the Dugan Piano Co., though just returned from her honeymoon, has entered the business whirl with increased energy and reports that the higher-priced Victrola is coming into its own

since the holidays. One Victrola was sold to the Sacred Heart Convent recently.

There has been a big demand for Sousa's records since his appearance here January 25 and 26. Mrs. Trembely also reports a good business done through big exporters here with Latin-American countries.

It is not known where the marriage bug got its start, possibly at Dugan's, but, at any rate, it seems to be sweeping through the trade in New Orleans. The latest victim is C. E. Sadler, assistant manager of the Victrola department of Philip Werlein, Ltd. He married Miss Angela Viosca January 31. There are rumors of a few more.

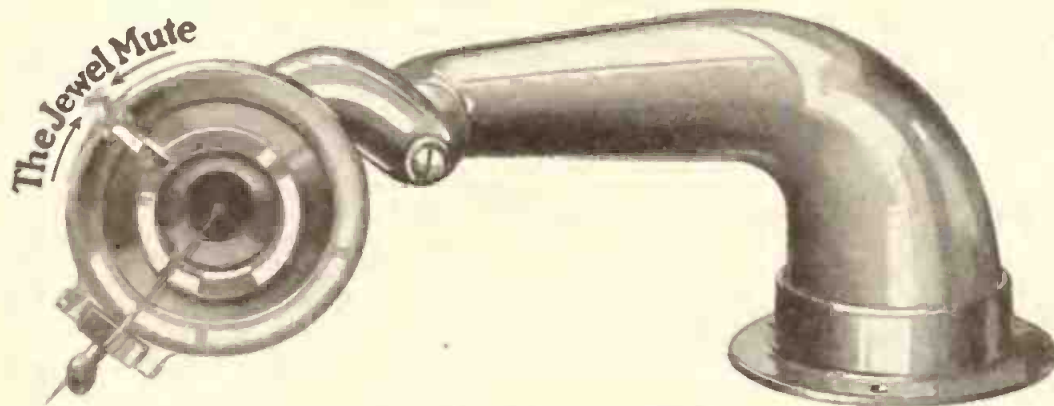
At the Collins Piano Co. E. J. Wilson, Jr., has been getting excellent results from a plan, which he got out of The Talking Machine World, of sending out circulars containing suggestions for customers in the record line. In many instances they have come in and asked for the entire selection, said Mr. Wilson. He has added two very attractive show windows in the Theatre Arcade, and while the amount of business done is nothing to become enthused over Mr. Wilson believes that the future will bring a better demand.

## BERT WILLIAMS A POPULAR ARTIST

Bert Williams, exclusive Columbia artist, scored quite a victory recently in a New York school on the East Side at a session of the Wednesday Afternoon Story Club. Miss Goldsmith, the teacher, thought she would vary the interest in the club by asking the children to bring their favorite records. She brought along her portable Grafonola, and twenty-one out of the twenty-eight children brought Bert Williams records along with them as their favorites.

## FILE PETITION IN BANKRUPTCY

A petition in bankruptcy has been filed against Criterion Records, Inc., of 1227 Broadway, N. Y.



### FEATURES

**L**ARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS  
No. 2 Round Tone Arm and Reproducer



**K**KNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or **NOM-Y-KA** diaphragm.

### THE JEWEL MUTE

**C**ONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that are remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

**JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago**



# Van Veen Equipment at Pre-War Prices

Why buy inferior and unserviceable equipment when you must have real hearing rooms to properly demonstrate your talking machines and records?

*Van Veen* hearing rooms efficiently serve the purpose for which they are built:—to isolate sound; and they cannot be equaled at any price; that is what *we* call *cheap*. Buying worthless imitations is throwing money away.

“Hearing Rooms, Record Racks” and general equipment built the “*Van Veen*” way for musical merchandising.

*Write for Catalogue or Traveling Representative*

## VAN VEEN & COMPANY

*Principal Offices*

47-49 West 34th Street

New York City

### C. A. FULLERTON'S ACTIVITIES

Head of the Fullertone Phonograph Products, Inc., Identified With Many Important Undertakings—Prominent in Decorative and Architectural Arts—New Fullertone Phonograph Has Numerous Distinctive Features

The recent announcement in *The World* that the Fullertone Phonograph Products, Inc., of New York, would shortly place on the market a new instrument based on absolutely new principles attracted wide attention in the trade. This instrument, which is made en-



C. A. Fullerton

tirely of wood, with the exception of the needle-holder, is modeled on the graceful lines of the classic Greek lyre, and has the finish and charm of a rare violin. It will be known as the Fullertone and is the latest link in the chain of Fullerton enterprises.

Although Clarence A. Fullerton is a newcomer in the talking machine industry, his past record is replete with important accomplishments in other industries. Mr. Fullerton designed and superintended the first all-steel and bronze interior of architectural pretensions ever executed in this country and also produced what were probably the first designs prepared for the steel interior of a passenger car, from which has since evolved the present Pullman steel interior. This is also true of the decorative handling of steel interiors for battleships, and Mr. Fullerton was probably the first designer to employ a wood finish on steel interior work. Both as an architect and producer in the archi-

tectural and decorative metal arts, he has designed and been identified with many of the country's most notable buildings.

The Fullerton enterprises include a group of complementary art industries producing architectural, monumental, sculptural and art works in metal plastics, wood and even leather and ceramics. To this will be added the Fullertone phonograph, the invention of Antol Fodor, a Parisian engineer, whom Mr. Fullerton has known for a number of years as a man of exceptional creative ability.

### HERBERT A. BRENNAN RESIGNS

Tenders Resignation as Manager of Talking Machine Department at Wurlitzer's Which Will Take Effect on March 1

Herbert A. Brennan, well known in the talking machine trade in metropolitan New York, who has been manager of the Victrola department of the Wurlitzer Co. for the past year, has tendered his resignation to this concern, effective March 1. Mr. Brennan's wide experience in the Victor field qualifies him as one of the best informed men in the retail merchandising of the Victor product, and this experience, coupled with his knowledge of the Victor policy of selling this product, was responsible for the splendid showing in sales made during his regime as manager of this store. He leaves this post after a year's hard work with a well-planned and efficient organization that is prepared to pave the way for his successor.

Mr. Brennan's plans for the future are not ready for publication at this time, but plans are now under way which, when perfected, will establish him firmly in the talking machine trade.

### ISHAM JONES AT ELKHART

Famous Brunswick Artist Appears at Kiwanis Luncheon—Entertained by C. G. Conn, Ltd.

ELKHART, IND., February 4.—Isham Jones and his famous orchestra, exclusive Brunswick artists, playing at the College Inn in Chicago, appeared in this city recently at a luncheon given by the Kiwanis Club at the Elks' Temple. The orchestra came to Elkhart at the invitation of James F. Boyer, of C. G. Conn, Ltd., whose instruments this dance organization uses exclusively.

C. D. Greenleaf, president of C. G. Conn, Ltd., presented each member of the orchestra with a beautiful engraved medal and, as a mark of their appreciation, the Isham Jones Orchestra played a series of dance numbers with the exceptional skill and art that have made it nationally prominent in the dance entertainment field.

### TAKES NO HEED OF "HARD TIMES"

Schwartz Furniture Co., New London, Conn., Uses Effective Publicity to Feature Columbia Product—Sales Steadily Increasing as Result of Company's Progressiveness

NEW LONDON, CONN., February 9.—The Schwartz Furniture Co., of this city, exclusive Columbia dealer, apparently takes no cognizance of the so-called bugaboo of “hard times.” This enterprising dealer is utilizing every possible form of effective publicity, and as a result of this progressiveness its Columbia sales are steadily increasing.

An example of this company's progressiveness was shown recently when a waiting room for passengers using the trolley system in New London was being installed. The main furnishings consist of three large settees for the comfort of the public, and the Schwartz Furniture Co. hit upon the idea of carrying attractive signs on these settees telling the public that it carries a complete line of Columbia Grafonolas and records.

Various associations, private clubs, volunteer fire departments and private parties are supplied with bridge score cards, and the reverse side of these cards are devoted to advertising Columbia records over the signature of the Schwartz Furniture Co. Through this medium of advertising this dealer has had hundreds of people calling at its store in order to secure the cards.

Twenty-five metal signs, with steel frames, measuring 20 x 40 inches, have been installed on five main roads, leading to and from New London, designating the number of miles from the different points. Incorporated in these signs is the fact that Columbia products may be purchased from this dealer.

In connection with a K. of C. frolic the Schwartz Furniture Co., assisted by advertising in the program, then issued a special form of ticket, the main idea being that these tickets must be exchanged for the original reserved seats to be handled at the box office. Columbia advertising was featured on the reverse side of the ticket. Every piece of advertising leaving this dealer's store contains something pertaining to Columbia and each and every individual in the organization is sold 100 per cent on Columbia product.

J. H. Haeske, of Bartlesville, Okla., will open a Columbia shop in that town in the near future. Mr. Haeske states that his opening business drive will consist of a carefully considered house-to-house campaign.



# What'll You Do?

Latest Dance Hit by  
Isham Jones

"You cant go wrong with any feist song"

HEAR IT - NOW -

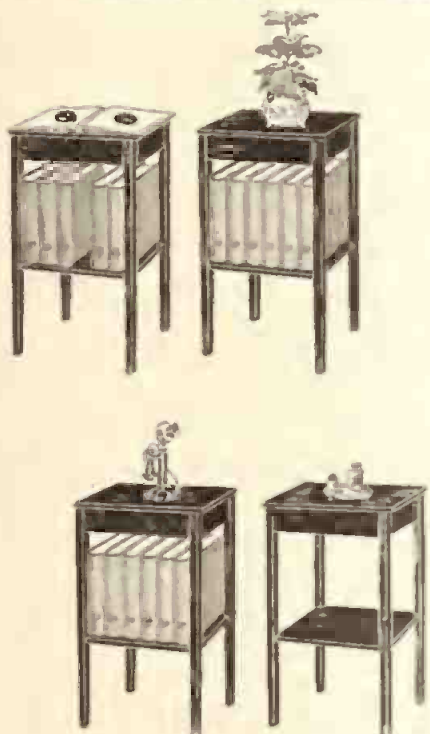
What-'ll you do,—when you are lone-some and blue.

**OGDEN SERVICE TABLES POPULAR**

Favored in the Home as Well as in the Demonstration Booth

LYNCHBURG, VA., February 4.—J. B. Ogden, president of the Ogden Sectional Cabinet Co., reports that the Ogden service tables are steadily increasing in popularity. In a recent conversation with *The World*, Mr. Ogden stated:

"Of course, the talking machine dealer has found the service table in the demonstration



How Service Tables May Be Utilized

booth an indispensable adjunct. Many dealers are also finding, however, that these service tables are an excellent article for re-sale for use in the home. Following this idea we have prepared illustrations showing a few of the other uses to which the service table may be devoted. Dealers tell us that many of their customers already have accumulated a record library far in excess of the filing capacity of their talking machines. These same dealers are finding the service table solving this problem. Space is provided in these tables on a lower shelf for six extra albums and the top may be used for either an open book, vase, telephone or smoking stand; in fact, the uses are practically without limit. These stands have also attracted the attention of the furniture trade, which is selling them as bedside tables in large numbers. Our January ad in *The Talking Machine World* has brought many direct returns from all over the country, including a very substantial order from San Juan, Porto Rico. Another order was received from an old customer in Panama. We also heard from many talking machine dealers throughout this country."

The Ogden Sectional Cabinet Co. is making extensive plans for featuring these service tables during 1922 and expect to greatly increase the output.

**MILWAUKEE RANKS HIGH AMONG THE MUSIC-USING TOWNS**

Survey of Musical Conditions in Milwaukee Reveals Some Very Interesting and Remarkable Facts Which Are of Value Alike to Manufacturers, Distributors and Dealers in Musical Merchandise

MILWAUKEE, Wis., February 6.—A decidedly interesting survey of the Milwaukee market on music has been made by the merchandising service bureau of the Milwaukee Journal under date of January 15, 1922.

The facts and figures presented are taken from personal interviews with 10,000 Milwaukee housewives. In order that the territory should be covered with the greatest accuracy, the number of interviews in each part of the city was based on the respective populations of the twenty-five wards comprising the city of Milwaukee. The questionnaire was very complete, developing such facts as the number of children, if any, and, if so, of what sex. The statistics obtained included the number of families having musical instruments, the make of instrument, whether it were a stencil bearing the manufacturer's name, whether other instruments than pianos are owned, the number of homes in which children study music, etc., etc.

Some of the most important totals appearing in the general survey are here given:

Of the 10,000 homes interviewed there was some kind of musical instrument used in 7,942 homes, or 79.4 per cent.

Of the 7,236 homes having children it was found that 1,982, or 27 per cent, study music,

while the balance of 5,254, or 73 per cent, did not study music of any kind.

There are approximately 105,000 families in the city of Milwaukee. Based upon the reports obtained through the interviews from 10,000 families as a basis, we find the following:

45.9 per cent, or 48,205 homes, have pianos or player-pianos of 698 different makes or names.

42.43 per cent, or 44,551 homes, have talking machines.

6.96 per cent, or 7,308 homes, have violins.

.14 per cent, or 147 homes, have pipe organs.

The remaining homes have a miscellaneous assortment of musical instruments.

**STEADMAN MUSIC HOUSE ROBBED**

YONKERS, N. Y., February 7.—The Steadman Music House, Warburton avenue, this city, was robbed last week of stock valued at \$1,500. Among the things stolen were a number of Edison and Victor reproducers and about 200 records. Frank Steadman, senior member of the firm, is spending the Winter in Florida, where he is regaining his health, following an operation, and the business was in charge of Frank Steadman, Jr., at the time of the robbery. The police are now following up the matter.

*Our First Anniversary*



ONE year has elapsed since this firm began operation under the name of Curtis N. Andrews.

During this time, our cooperation and service to Victor dealers have been materially increased.

It is our intention to unceasingly bend our efforts to increase the efficiency of this service.

**CURTIS N. ANDREWS**  
BUFFALO, NEW YORK



# LOS ANGELES

*Many Big Days of Trade During January—New Recording Plant at Santa Monica—Sales by Carloads—Canadian Jobber Opens Stores*

LOS ANGELES, CAL., February 1.—January seemed comparatively quiet in the talking machine business after the great rush of December; however, as usual, there have been many surprisingly big days and the average showing for the past month will compare favorably with the first four weeks of previous years. Departments have run with full staffs of salespeople, many of the extra holiday assistants being retained, but there are a number of applicants for positions, many of whom are armed with first-class references showing previous experience and ability. Managers are making it a practice to retain employes who have been with them some time, and find it impossible to create new positions. This may serve as a warning to many who might be inclined to leave posts elsewhere, believing that new "jobs" can easily be obtained in Los Angeles.

#### Price Reduction in Records Surprises

The sudden announcement of the reduction of the price of the 85-cent record to 75 cents came as a surprise to all. The bookkeeping departments rejoiced wholeheartedly and unstintedly—it is so much easier to figure. Owners and managers looked a little thoughtful and wistful. Salesladies—especially those working on commission—were inclined to resent the reduction. The public made no comment, according to reports, but seemed pleased.

#### Eight Famous Victor Artists' Concert

The Eight Famous Victor Artists appeared in concert at the Philharmonic Auditorium on Wednesday, January 25. The concert, which was given under the auspices of the Victor dealers of Los Angeles and arranged for in detail by the Victor dealers' committee of the Music Trades Association of Southern California, was a complete success. A capacity house listened with delight to the series of old familiar songs given by the Sterling Trio and Peerless Quartet, as well as solos by Henry Burr and Billy Murray, funny stories by Monroe Silver and piano and banjo selections by Banta and Van Eps. The artists were generous with encores and the concert continued to a late hour.

#### Recording Laboratory in Santa Monica

What is claimed to be the first permanent recording laboratory put in operation on the Pacific Coast has now been in full swing at Santa Monica for some weeks. The Nordskog Phonograph Recording Co. has made a number of test records and recently made some of the famous Cherniavosky Trio. Special success has been attained in recording piano records, which are generally considered difficult. The record-

ing by students and private individuals is also being featured and meeting with great success. A second recording laboratory will be opened in Los Angeles. The management is under the direction of Arne Nordskog, who is a well-known impresario in the Beach City, maintains a studio and is an opera and concert tenor of wide experience.

#### Miss C. C. Irvin to Head Hamburger Dept.

Harry N. Briggs, manager of the music department of Hamburger's, announces the appointment of Miss C. C. Irvin as the manager of the Brunswick, Victor and Vocalion record department. Miss Irvin comes direct from Wanamaker's, New York, where she was formerly assistant to Louis Jay Gerson in the Wanamaker music department.

#### Former Canadian Jobber Arrives Here

John A. Sabine, formerly senior partner of the Music Supply Co., of Toronto, Canada, Columbia jobber and distributor for the Province of Ontario, arrived in Los Angeles early in the month. It is his intention to operate a chain of phonograph stores in Southern California, with R. L. Tamplin, a former associate. An exclusive Columbia store was opened by Mr. Tamplin in San Diego some months ago and plans are now being made to open stores in other towns.

#### New Victor Models Announced

R. P. Hamilton, special factory representative of the Victor Talking Machine Co., was the much-welcomed announcer of several new console or period Victor models. Mr. Hamilton smashed all previous walking records on Los Angeles streets while hurrying from one Victor store to another to spread the good news. He has been in Los Angeles for a few days only, but has already made many friends.

#### Barker Bros. to Move Soon

Work is progressing rapidly on the new quarters which will be occupied in the future by the music department of Barker Bros., which already extends for some two hundred feet on Broadway, and will have an additional seventy feet through this new frontage. No expense is being spared to put these new spacious quarters in shape as quickly as possible.

#### Columbia Sells by Carload

Charles Mack, assistant manager of the Los Angeles branch of the Columbia Graphophone Co., reports special carload sales by the following Columbia dealers: Bartlett Music Co., of Los Angeles; Columbia Stores Co., of San Diego; Elliot Music Shop, of Long Beach;

S. D. Frank, of San Diego, and San Pedro Furniture Co. Each of these houses sold a carload of Grafonolas during the holidays through special featuring of carload sales. Similar sales are now being made by the Sheahan Music Co., of Venice; Kenny Music Co., of Glendale, and the Linne Music Shop, of San Fernando.

#### Salt Lake Music Man Here

John Elliot Clark, Victor distributor of Utah, visited Los Angeles on private business. He took the opportunity of paying calls on the several Victor dealers of Los Angeles.

#### Ralph Freeman Expected Here

Ralph L. Freeman, director of distribution of the Victor Co., is expected to arrive in Los Angeles early in February. His visit is looked forward to by all the local Victor dealers.

## EDISON SCHOOLS FOR SALESMEN

Much Interest Evidenced in the Plans for Series of Salesmanship Schools—Omaha Substituted for Des Moines, Week of April 17 to 22

ORANGE, N. J., February 10.—There have been no changes in the itinerary of the Edison Schools for Salesmen, as announced in The World last month, with the exception that Omaha has been substituted as a school point for Des Moines, week of April 17 to 22.

Interest in the Edison Schools for Salesmanship is not confined to Edison circles. Telegrams and letters of invitation have been received at the Edison Laboratories from the mayors of Syracuse, Cleveland, Dallas, Detroit and Atlanta, and from the Chambers of Commerce and other civic bodies at the various points where schools are to be given, insistently urging the establishment of schools in their cities. In many of the cities, too, the press has taken up solicitation of the schools. The result of this has been a lot of good newspaper publicity not only for the schools but for the New Edison as well.

William Maxwell has been invited to address prominent civic bodies and educational institutions along the route to be followed by the schools and plans to accept as many of these as his other duties will permit.

## C. K. HADDON SAILS FOR EUROPE

Charles K. Haddon, of the Victor Talking Machine Co., of Camden, N. J., accompanied by his wife, sailed recently on the S. S. "Caronia" for the Mediterranean, where he will spend the balance of the Winter. William T. Haddon, president of the Ohio Talking Machine Co., Victor jobber, of Cincinnati, O., visited New York to see his parents off.

Discussing human virtues, a talking machine man the other day said: "Some men grow so upright that they fall over backward."



## The PHON-O-MUTE

*"The Perfect Tone Regulator"*

The PHON-O-MUTE regulates tone control at the only logical place where tone should be regulated—at the reproducer.

The PHON-O-MUTE is attached to the stylus bar instantly and without the use of screws or mechanism. It does not mar or interfere with the sound-box in any way.

The PHON-O-MUTE provides for any degree of tone desired without changing the type of needle. Satisfaction guaranteed. When ordering specify make of Sound Box.

RETAIL PRICE \$1.50

REGULAR TRADE DISCOUNTS

**PADDACK PRODUCTS, Inc.**

198 Broadway

New York



**NEW JEWETT UPRIGHT MODELS**

Jewett Phonograph Co. Has Three New Uprights—Another Model to Retail at \$90 Ready Shortly—New William and Mary Console Will Round Out Console Line—Factory Is Running at Full Blast—Outlook Is Satisfactory

DETROIT, MICH., February 4.—The Jewett Phonograph Co. of this city, manufacturer of the Jewett phonograph, is announcing a new line of upright designs, consisting of three models, retailing at \$125, \$150 and \$175. Jewett dealers who have visited this company during the past few weeks are keenly enthusiastic regarding the new line, and in all probability the new models will be ready for delivery about the 15th of the month. The company is also planning to announce very shortly another upright model retailing for less than \$100, with a probable list price of \$90.

The new upright model No. 5, retailing for \$125, is 44¾ inches high, 19¾ inches wide and 19¾ inches deep. It is standard Jewett construction, as, in this instrument as well as in all others, only ¾-inch five-ply panels throughout are used, with the best veneers, finishes, etc., that the company can secure.

The new upright No. 6, retailing at \$150, is 45¾ inches high, 20 inches wide and 20 inches deep. This instrument is made in a two-tone effect in both mahogany and walnut, the front doors being paneled as well as the sides.

The new upright No. 7, retailing at \$175, is 46¾ inches high, 21½ inches wide and 21½ inches deep. This instrument is also made in two-tone effects in mahogany and walnut, and is paneled in the front and the sides with something new to the trade in that it is paneled in a two-tone effect in the back. This will enable the purchaser of this instrument to place it in the center of the room or any place where the back of the instrument may show, as the back is finished the same as the sides, with the same quality of veneer.

The Jewett Phonograph Co. will shortly announce a William and Mary console, which will retail around \$165, and with this addition the company will have four consoles, retailing at \$145, \$165, \$195 and \$225, thereby rounding out the complete list.

A. A. Fair, sales manager of the company, states that he recently added four new salesmen to his staff and the factory is running full blast. The company is endeavoring to co-operate with its dealers in every possible way, and the results of its efforts to date are emphasized in its steadily increasing sales totals.

**BRILLIANTONE FORCES ACTIVE**

United States and Canada Being Well Covered—Orders Indicate That Dealers Look for Bigger Business—Working for It Anyway

The entire sales force of the Brilliantone Steel Needle Co., New York City, is out on the firing line developing 1922 business. H. W. Acton, secretary of the company, reports that orders are coming in from all sections of the country and that he is kept very busy taking care of them.

Sidney Risser, in charge of metropolitan territory, is doing excellent work in the Greater City. V. C. Kent, one of the newer additions to the Brilliantone sales staff, is covering New England and reports conditions very favorable. L. J. Unger is back again in Canada and reports that the talking machine trade in the Dominion is very active and is proving his assertions through the substantial orders he is sending in. B. R. Forster, president of the company, is on the Pacific Coast and will work his way back to headquarters through the Southern States. Upon Mr. Forster's return Mr. Acton will immediately leave on a contemplated trip.

The go-getter wins business and cashes in on it while the timid and complaining keep on waiting for the horn of plenty to empty its contents upon them.

**NEW COLUMBIA CAMPAIGN**

Newspaper Advertising Being Used to Feature Popular Artists and Music—Dance Music Given Prominence in the Advertisements

The Columbia Graphophone Co. has just inaugurated a newspaper campaign that is nationwide in scope. The advertising draws attention to the tremendous demand for popular music, song and dance hits, also ballad, band music, vaudeville and comic opera tunes, and old familiar melodies. Many Columbia stars that are famous for their popular music are featured in the advertising, including Al Jolson, Ted Lewis, Nora Bayes, Dolly Kay, Bert Williams Van and Schenck, Frank Crumit and Marion Harris.

Included in many of the advertisements are lists of specially selected records, representing some of the best sellers in the newest and latest music. Dance music is particularly emphasized in this Columbia advertising campaign, several advertisements being devoted exclusively to a list of suggestions for dance entertainment.

**TO RE-ENTER COLUMBUS TRADE**

Goldsmith Music Co. Incorporated to Deal in Musical Instruments of All Kinds

COLUMBUS, O., February 6.—The closing out recently by the Goldsmith Music Store Co. of its stock in this city was reported to mean the retirement of the Goldsmith interests from the local music field. It is now stated that the Goldsmith Music Co. was recently incorporated to carry on a general music business, including the selling of pianos, talking machines and musical instruments of all kinds in Columbus. The company is chartered with \$30,000 in preferred stock and 500 shares of common stock with no par value, and a suitable location is now being sought in which to establish the business, temporary offices being maintained at 36 West State street. Those interested in the Goldsmith Music Co. include A. M. Taylor, A. M. Courtright and several other members of the old corporation, besides S. W. Goldsmith, who will assume active control.

**CONNORIZED**

**PHONOGRAPH RECORDS**

10-inch DOUBLE DISC

**WITH A POPULAR HIT ON EACH SIDE**

*Durable — Clear Tone — Musical*

**NOW RETAILING FOR 75c.**

**FOR FEBRUARY**

The list contains a variety of vocal and instrumental selections, including the latest Songs and Dance Music as well as old-time standard melodies.

- |  |  |
|--|--|
| <p>3041<br/>Inst. { Ty-Tee (Bibo). Fox-trot. Lanin's Dance Orch.<br/>The Sheik of Araby (Wheeler-Snyder).<br/>Fox-trot. Lanin's Dance Orchestra</p> <p>3042<br/>Inst. { Just a Little Love Song (Young-Lewis).<br/>Fox-trot. Lanin's Dance Orchestra<br/>Blue Danube Blues (Caldwell-Kern). Fox-trot.<br/>Lanin's Dance Orchestra</p> <p>3043<br/>Vocal { Plantation Lullaby (Stevens-Gillette-Holmer).<br/>Song. Strand Theatre Quartette<br/>Kentucky Home. Sung by Strand Theatre Quartette</p> <p>3044<br/>Vocal { Arkansas Blues (Landa-Williams). Song. Acc.<br/>by Her Jazz Boys. Miss Lee<br/>She's a Mean Job. Song. Acc. by the ConnORIZED<br/>Jazzers. Billy de Rex</p> <p>3045<br/>Inst. { I've Got My Habits On. Fox-trot.<br/>Bailey's Lucky Seven<br/>In My Heart. On My Mind (Kaimar-Ruby).<br/>Fox-trot. Bailey's Lucky Seven</p> | <p>3046<br/>Vocal { Aloha Oe (Liliuokalani). Song. Acc. by<br/>Hawaiian Guitars. Crescent Trio<br/>One, Two, Three, Four. Song. Acc. by<br/>Hawaiian Guitars. Crescent Trio</p> <p>3047<br/>Vocal { Old Black Joe (Foster). Song. Criterion Quartette<br/>Medley of Foster's Songs (Foster). Song.<br/>Criterion Quartette</p> <p>3048<br/>Inst. { Souvenir (Drdia). Violin Solo. Orch. Acc.<br/>Scipione Guido<br/>Traumerel (Schumann). Violin Solo, Orch.<br/>Acc. Scipione Guido</p> <p>3049<br/>Vocal { When Shall We Meet Again? (Egan-Whit-<br/>ing). Song. Orch. Acc. Hart and Shaw<br/>I Hold Her Hands and She Holds Mine<br/>(Rose-Ryan-Bibo). Song. Orch. Acc.<br/>Arthur Fields</p> |
|--|--|

**CONNORIZED MUSIC CO.**

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE





THE GREATEST MUSICAL HIT OF AGES

# The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

*"You can't go wrong with any 'Teist' song"*

### EXECUTIVE COMMITTEE TO MEET

Governing Body of National Association of Talking Machine Jobbers to Hold Two Meetings Next Month, One in Chicago and the Other in New York—All Members Welcome

Plans are now being completed for the regular mid-year meeting of the Executive Committee of the National Association of Talking Machine Jobbers, which, as was the case last year, will be divided into two sessions, one of which will be held in Chicago on March 12 and 13, and the other in New York on March 15 and 16. As has been the practice during the past few years, the meetings will be open to the general membership of the association, and it is expected that practically all the members will find it possible to attend either the Chicago or New York meetings. In the Spring of 1921 executive meetings were held in St. Louis and Boston, and over 90 per cent of the membership were present at one or the other of the meetings.

After the meetings in Chicago on Sunday and Monday, March 12 and 13, members of the Executive Committee will travel to New York on a special car attached to the Broadway Limited of the Pennsylvania line, arriving in Gotham on the morning of March 15 in time for the first meeting here.

A reputation for square dealing is the best advertisement a merchant can have.

### BIG VICTOR CONFERENCE IN PHILA.

Local Distributors Co-operating With Victor Co. in Preparing Elaborate Program for Business and Educational Conference Next Month for Benefit of Victor Dealers

PHILADELPHIA, PA., February 6.—Plans are being completed rapidly for a big combined business and educational convention to be held in the Rose Garden of the Bellevue-Stratford Hotel on Monday, Tuesday and Wednesday, March 6, 7 and 8, under the auspices of the Victor Talking Machine Co., supported by Victor distributors in Philadelphia. The meetings will be open to all Victor dealers in the greater Philadelphia territory and the program arranged is of unusual interest and value.

During the course of the sessions sales talks will be given by J. S. McDonald, sales manager of the Victor Co.; John G. Paine, of the legal department; Ernest John, advertising manager, and F. A. Delano, director of the Red Seal School. Mrs. Frances Elliott Clark, director of the educational department of the Victor Co., will be present with a corps of assistants, and will give a number of talks on the educational phases of the Victor business.

The talking machine department of the Connor Furniture Store, of Rialto, Cal., recently installed a complete stock of Pathé machines and records.

### BUBBLE BOOK PRICES REDUCED

Popular Little Volumes Now Offered at Old Retail Price of \$1 Each—Bubble Book Division Offices Removed to Harper Building—Two New Releases Just Announced

The Bubble Book Division of Harper & Bros. has removed from 130 West Forty-second street to the Harper building in Franklin Square, New York, where it will be under the same roof with the other Harper activities, which is expected to result in greater efficiency in operation. There is now being conducted a nation-wide campaign among talking machine dealers in the interest of Bubble Books, the list price of which has been reduced from \$1.25 to the old price of \$1. The price reduction is being announced in national advertising and is expected to have a distinct effect in increasing sales.

W. R. Richardson, in charge of the Bubble Book Division, states that there is now being prepared a most complete series of dealer helps designed with the special idea in mind of stimulating the sale of the books in talking machine stores. Two new Bubble Books will shortly be released to the trade. The first of these, No. 13, will be known as "A Child's Garden of Verse," and will contain three familiar verses by Robert Louis Stevenson. The other, No. 14, will be known as "The Chimney Corner Book."

### THE EDISON SCHOOL IN BOSTON

Sessions to Be Held at the Hotel Copley-Plaza, That City, Starting February 23

Boston, Mass., February 12.—The Edison School for Salesmen, which is to be held in this city February 23, 24 and 25, will take place at the Hotel Copley-Plaza. Paul L. Stinchfield, a graduate of the Carnegie Institute of Technology, will direct the school. Local Edison jobbers, the Pardee-Elleberger Co. and the Iver-Johnson Sporting Goods Co., have, through energetic effort, enlisted a dealer attendance that insures the success of the school. The dealer attendance will be increased by a delegation of about fifty students from Harvard University. William Maxwell, together with Gene Lockhart, the well-known actor, will play an important part in this Salesmanship School.

### H. W. ACTON'S LATEST PURCHASE

H. W. Acton, secretary of the Brilliantone Steel Needle Co., New York City, recently purchased property adjoining his home at East Williston, L. I., which makes his holdings now include practically a whole city block. He plans to improve this property, making his home one of the show places in this community.

The Coffing Music Store, of Attica, Ind., has added a talking machine department to its establishment, in which Victor and Edison machines are featured.

## New Automatic Stop

But Two Working Parts

Sets Automatically—Nothing to Touch But the Tone-Arm

This stop may be attached with but three screws to any make of machine. It does away with the usual brake. Starts the machine automatically as the needle is placed on the record. Brakes on either the turntable or governor-disk. Acts as a switch for electric motors. Cannot wear out or get out of order. Is absolutely fool-proof and trouble-proof. Is the best and simplest device of its kind. It is the only stop satisfying both manufacturer and user; and—

It is the Lowest Priced Stop on the Market

*Sold Direct to Manufacturer and Jobber.*

FENTON MANUFACTURING COMPANY

FENTON, MICHIGAN



# BALTIMORE

*Trade Is Steadily Developing Toward Permanent Improvement—  
New Accounts Opened by Leading Companies—The Latest News*

BALTIMORE, MD., February 5.—The talking machine business here is gradually emerging from the usual after-Christmas quietness and dealers generally are looking forward to a normal business from now on. The slump for the past six weeks is a natural aftermath of the holiday trade and is more than offset by the volume of business which was done during December, which, as a rule, went away ahead of 1920, making the year's business, as a whole, very satisfactory.

**Carload Sales Boom Columbia Business**

This was attributable, to a large extent as far as his company was concerned, according to Manager Parks, of the Columbia agency, to the carload sales idea, which was taken advantage of by many dealers in this territory with very satisfactory results. This is considered very gratifying when it is taken into consideration that sales were made only to the very best-approved credit and a considerable number of sales were rejected on investigation.

**New Columbia Agencies**

Among new Columbia accounts is that of the United Phonograph Stores, Inc., which conduct two stores in Washington and will shortly open four stores in Baltimore. The local stores will be managed by Leonard C. Welling, who is now here supervising the remodeling of the establishments which have been leased.

**New Victor Accounts**

The reduction in the price of records will be a great stimulus to business in this territory, according to H. T. Bosee, sales manager of Cohen & Hughes, Victor distributors. Record sales have already shown improvement, he said, and he looks for a big increase right along now. New Victor dealers in this territory include Wm. M. Muller, who is opening up a new music shop at 3052 West North avenue; the Shevitz Piano Co., 746 Columbia avenue, and the McCready Co.

**M. Nathan Co. to Open Branch**

The M. Nathan Co., of Cambridge, Md., recently held an employes' co-operation meeting, at which H. T. Bosee, sales manager for Cohen & Hughes, made an interesting talk on salesmanship, which was not only very instructive, but entertaining as well. It was announced at this meeting that the firm planned to open a branch house in Salisbury, taking the place of the Salisbury Music Co., which is going out of business.

**L. A. Randall Completes Victor Course**

L. A. Randall has just returned from a trip to the Victor factory, where he spent a week under instruction, and Cohen & Hughes plan to use him along new lines in sales-promotion propositions.

**C. F. Shaw Gets Important Post**

C. F. Shaw, formerly of the St. Louis branch, has taken charge of the phonograph department of the Brunswick agency here, which embraces Maryland, District of Columbia, Virginia and parts of Delaware, Pennsylvania, West Virginia and North Carolina. Mr. Shaw, although still a young man, has spent thirteen years in the business and intends to go after sales in this section. As he put it: "I am satisfied there is business in this territory and we intend to get it, if the best of efforts and a high-class product count."

**Phonolamp Co. Starts Ad Campaign**

One of the most striking advertisements of talking machines seen in Baltimore is that of the Monumental Phonolamp Music Stores Co., 108 North Eutaw street. It consists of a handsomely finished truck, with Phonolamps in operation on each side, and has attracted considerable attention in its trips through the city, playing the latest music and illuminated at night. S. Clayman and H. Kippnes, who are

the distributors of the Phonolamps for Maryland and the District of Columbia, are undertaking a big campaign of advertising in introducing this novelty in this section and meeting with good results, according to Mr. Clayman. In addition to newspaper and other advertising they have closed a contract for a booth at the "Better Homes and Building Exposition," which will be held at the Fifth Regiment Armory from April 29 to May 6.

**C. S. Jones Succumbs to Influenza**

C. S. Jones, for many years superintendent of the Columbia warehouse here, died on January 22, after a short illness of influenza. Mr. Jones was one of the best-known and liked

men in the Columbia agency and his death was a shock to the whole force. A. S. Cross, who was assistant for some time, was appointed to the position of superintendent.

**Sickness Cripples Local Trade**

L. E. Larman, of the Washington branch, and Z. A. Jones, of the Baltimore house, have been confined to their homes, suffering with attacks of grip, while P. W. Peck, of the North Carolina house, is convalescing from illness.

**News Brieflets**

Visitors to Baltimore the past month included Ernest Thompson, of Warsaw, Va.; J. Davis, of Havre de Grace, Md.; H. W. Yeager, J. V. Morris and Myer Goldman, of Washington.

C. D. Cogdill is going to open a talking machine shop at Goldsboro, N. C.

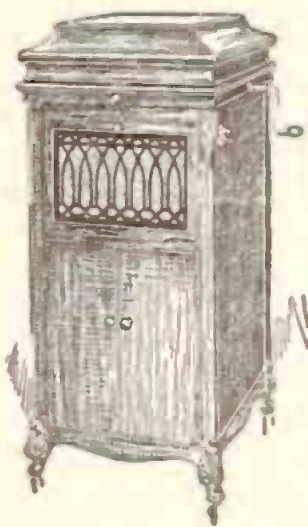
The Scott & Kennedy Music Store, at Willows, Cal., has added the Brunswick line of phonographs and records to its stock. Victor machines and records are also handled by this establishment.



Style M

## KIMBALL Phonographs

**Are Business Builders**



Kimball prestige—long established—and a reliable guaranty are the foundation on which the dealer can safely build.

Variety of Design; Superior Construction; Attractive Appearance; Truth of Tone—these qualities command the attention of Dealer or Customer.

*Write for Agency Terms*

**W. W. KIMBALL CO.**

306 So. Wabash Ave.

Kimball Bldg.

CHICAGO



*Manufacturers of Phonographs, Pianos, Player-Pianos,  
Pipe Organs. Distributors of Okeh Records*



# OKeh Records

## *Latest Hits and Quick Releases—*

Always something new and your orders are filled with the utmost dispatch.



OKeh Records combined with Consolidated Service, make an OKeh Agency the most to be desired. Write us and our representative will be glad to explain our attractive dealer proposition for 1922.

*Wholesale Distributors for OKeh Records*

## **Consolidated Talking Machine Co.**


227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.



**THE RESURRECTONE**  
 "Even pressure fulcrum"  
 Trade-Mark Registered  
 Patented June 15th. 1915  
 June 22nd. 1915  
 Jan. 21st. 1919  
 Patents Pending  
 Our new Tuning-fork and Single Prong models are standards of simplicity and perfection. Superb quality—increased volume. Order sample, return if not satisfied. Reasonable prices.  
**HOFFAY PHONOGRAPH CO., 160 Pearl St., New York City**  
 Makers of the "air-tight" Tone-arm and Hoffay Phonograph



**COLUMBIA SECURES AL HERMAN**

Prominent Vaudeville Artist to Record Exclusively for Columbia Graphophone Co.

The Columbia Graphophone Co. announced this week that it has secured Al Herman, the well-known vaudeville comedian, as an exclusive Columbia artist. This comedian is perhaps one of the most popular vaudeville artists in the country to-day, and his records will no doubt be looked for by record enthusiasts everywhere.

The first records to be released appear in the February list and consist of numbers which Mr. Herman has featured in this year's production of the "Greenwich Village Follies" and the "Music Box Revue." The first number is "I Hold Her Hand and She Holds Mine" from the "Follies" show and the second is "They Call It Dancing," from the "Music Box Revue." In the March list the company is to release a double-faced record by Al Herman of "Which Hazel" and "You're Outa Luck." Well-known artists on the vaudeville stage whose records appear in the February list are Vernon Dalhart, tenor, and Al Bernard, baritone, who are represented by a duet record. The first number is entitled "I Want My Mammy," a new lyric written around the theme of home and the South.

**NEW TONE ARM WINS FAVOR**

Wm. Phillips Pays Tribute to The World as a Real Business Getter

Orders for the new throw-back octagon tone arm, with octagon sound box, are increasing steadily in popularity. In speaking of the demand for this tone arm Wm. Phillips, president of Wm. Phillips Phono-Parts Mfg. Corp., New York City, stated: "The Talking Machine World is keeping true to form in its remarkable ability in developing business. My first ad of this new sound box and tone arm appeared in the January issue of the Talking Machine World and I can directly trace fifty replies to this one ad so far. Samples of the tone arm sent out have resulted in orders in almost every case. The exceptionally attractive appearance of both the arm and box catches the eye and when the tone value is demonstrated the sale is usually completed."

**NATIONAL ALBUM LINE IN NEW YORK**

James E. Maguire Appointed New York Representative With Offices at 54 Franklin Street

James E. Maguire has been appointed New York representative of the National Publishing Co., manufacturer of albums for talking machine records, with headquarters in Philadelphia, Pa. His offices are at 54 Franklin street. He intends to cover the trade in this territory very thoroughly and inasmuch as the National products are well and favorably known throughout the country he should have little difficulty in extending the sale of these products.

A recent caller at the executive offices of the Columbia Graphophone Co., New York, was W. C. Thomas, president of the Tampa Hardware Co., Columbia distributor at Tampa, Fla. Calvin Anderson, owner of the Columbia Grafonola Parlors at Wilmington, Del., Columbia dealer, was another recent caller at the executive offices, bringing with him excellent reports of the holiday trade that he closed in 1921.

**VIRGINIA BURT NEW OKEH ARTIST**

New Okeh Artist Possesses Rare Ability to Imitate Steel Guitar—Well Known in Musical Comedy Field—Has Quite a Following

The General Phonograph Corp. has just announced as a part of a recent Okeh record list several records by Miss Virginia Burt, featuring the selections "Dreamy Hawaiian Shore," "Hawaiian Chimes," "Ka-Lu-A" and "Hawaiian Starlight." Miss Burt is well known to theatre-goers throughout the country, and she possesses the unusual gift of being able to produce in her throat tones resembling with marvelous accuracy the notes of a steel guitar string. When



Virginia Burt

producing her melodies of the guitar in combination with the famous Hawaiian guitar artists, Ferera and Franchini, it is almost impossible for the hearer to believe that it is not a third guitar playing.

For two seasons Miss Burt was featured in all the Keith and Orpheum vaudeville houses. The musical comedy field then attracted her attention and in the ranks of "Glorianna" she found a small part which she quickly outgrew and later was asked to play the lead in support

of Miss Fritzi Scheff, star of the production. It was during the following Summer that Miss Burt, decided, half in earnest and half in fun, to write a musical play in which she could bring the happy family of "Glorianna" together again. She went to work immediately to write the necessary songs. While her manager was having arrangements made for the musical numbers of the production which will shortly be produced, he discovered Miss Burt's ability to imitate a Hawaiian guitar, and her Okeh records emphasize her unique gift to splendid advantage.

**"MARION HARRIS WEEK" A SUCCESS**

Sale of Records of That Popular Artist by Cluett & Sons Greatly Stimulated Through Timely Publicity—Visitors to Troy

TROY, N. Y., February 4.—The local store of Cluett & Sons, which in addition to pianos handles Columbia Grafonolas, Aeolian-Vocalions and both makes of records, has just completed the celebration of "Marion Harris Week," coincident with the appearance at Proctor's Theatre of that popular comedienne and Columbia record artist. Miss Harris visited the Cluett store and autographed a number of her records, the sale of which was stimulated materially as a result of the publicity.

A. E. Russell, manager of the talking machine department of the company, reports that sales during January showed a substantial gain over those for the same period last year and that February is starting off exceedingly well.

Among the recent visitors to the Cluett store were Arthur Olsen, of the Jones-Motrola, Inc., and Neal Lynch, of the traveling staff of the Aeolian Co.

**DEALER USES TIMELY PUBLICITY**

The advertising department of the Columbia Graphophone Co. recently received from M. T. Chapman, Columbia dealer of Holdenville, Okla., a copy of an artistic gift catalog which this dealer issued around the holiday season. Besides handling the Columbia line, Mr. Chapman is one of the most successful dealers in jewelry and optical goods in his section of the State, and he utilized the back cover of his gift catalog to feature Columbia Grafonolas. The advertisement was noteworthy for its typographical attractiveness, and also conveyed an effective sales appeal.

**ADDRESS YOUR VICTOR ORDERS TO**

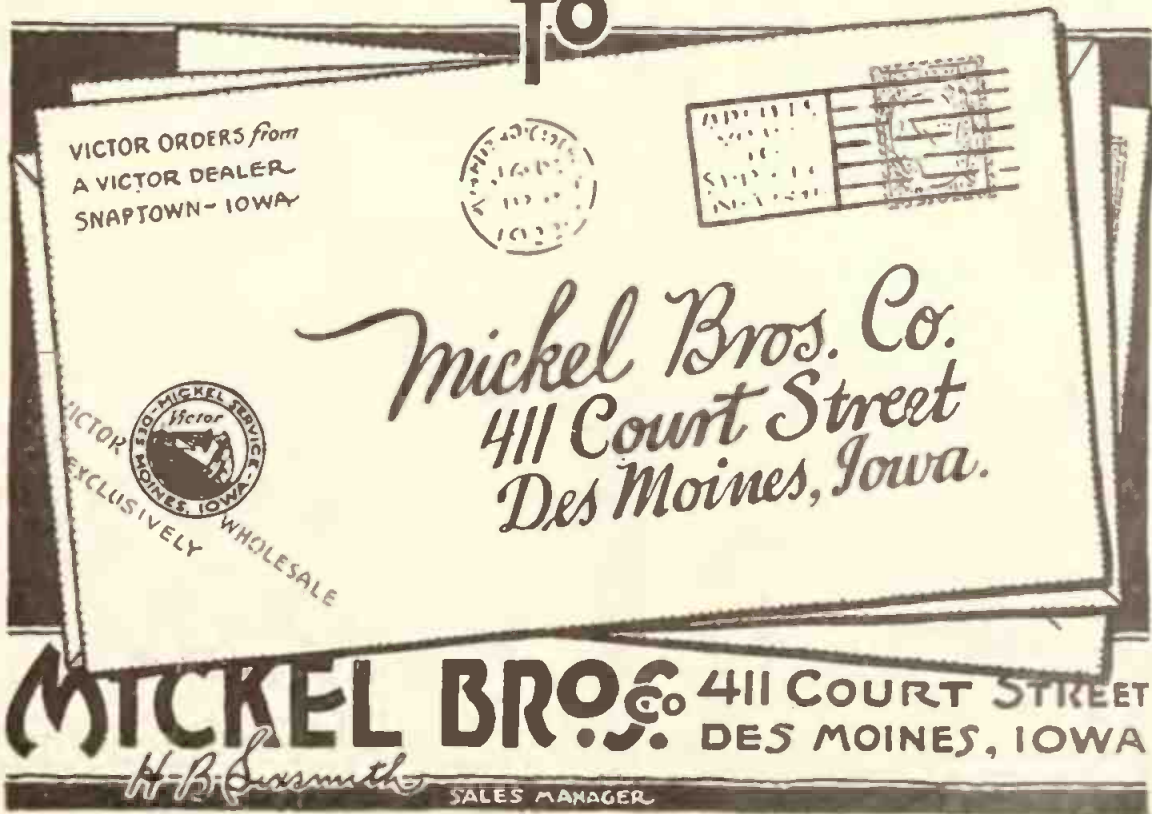
VICTOR ORDERS from  
 A VICTOR DEALER  
 SNAPTOWN—IOWA

*Mickel Bros. Co.*  
 411 Court Street  
 Des Moines, Iowa.

VICTOR EXCLUSIVELY WHOLESALE

**MICKEL BROS. CO.** 411 COURT STREET  
 DES MOINES, IOWA

*H. B. Swann* SALES MANAGER







# Ten Little Fingers and Ten Little Toes

*"You can't go wrong with any Feist song"*

## A "Peach" of a song!

ASK TO HEAR IT!

### OPENS ELABORATE NEW STORE

Over 2,000 Visitors Attend Formal Opening of New Victor Establishment of Chas. M. Zitzer in Mansfield, O.—A Successful Event

MANSFIELD, O., February 4.—It was a real event in this city when Charles M. Zitzer, Victor dealer, opened his new store at 35 North Main street, considered by many as one of the best locations in that city. According to conservative estimates fully 2,000 people attended this premier opening.

Yuncker's Orchestra played throughout the evening and vocal numbers were rendered by Prof. R. A. Chubb and Eddie Fisher. It was the consensus of opinion of all the visitors that this store is not only one of the most modern in the city of Mansfield, but one of the most up-to-date stores in the entire State of Ohio.

Floral tributes were sent by the Perry B. Whitsit Co., Victor wholesaler, of Columbus, O.; the Phonograph Co., of Cleveland; the management of the Opera House, the Mansfield News and other friends of Mr. Zitzer's. Narcissus and jonquils were among the favors given to the numerous guests. A banquet at the Southern was the culminating feature of the opening.

Out-of-town visitors included W. F. Davisson, vice-president and general manager of the Perry B. Whitsit Co.; W. P. Miller, Newark, O.; F. L. Fritchey, district representative, and Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co.; F. H. Smith, Ashland; Donald Slaybaugh, Crestline; Don Johns, Lima, O.; O. E. Soderburg, Sandusky; John E. Saum, Dayton; Henry Ackerman, Marion; Merle Phillips, Mt. Gilead, and Henry Doran, Detroit, Mich.

### GOVERNOR TO AID CARUSO DRIVE

Governor Channing Cox will head the Massachusetts State Committee, which will co-operate in the national campaign to erect a practical memorial to the late Enrico Caruso, world-famous tenor and Victor artist, according to a letter received in the New York headquarters of the Caruso American Memorial Foundation.

The Northern Music Co., Inc., Berlin, N. H., has moved into the Pickford Building on Main street.

**HEADQUARTERS**  
For  
**Single Spring Motors**  
and  
**Mica Diaphragms**  
**WILLIAM BRAND**  
27 East 22nd St., New York City

### LONDON SHELLAC STOCKS INCREASE

Despite Material Increase in Warehouse Holdings Stock Is Still Below Pre-war Days—Little Possibility of Price Reduction

Advices that have just come by mail state that there had been a material change in the statistical position of shellac in London within the past month, as indicated by the unusually big increase of 4,000 cases in warehouse holdings. Commenting on this development a London authority says:

"The total stock of about 11,000 cases is still very low. It is not surprising that the market has not been much affected by a replenishment which was very badly needed in order to protect consumers against the usually aggressive views of actual holders. The December arrivals happened to be rather liberal, and this coincided with some restriction on the outgoings incidental to the holiday period. The deliveries proved much short of those for November, but it is probable that trade needs will this month call for more important quantities. In contrast to the increased stocks the supplies afloat, to this side especially, are limited, while the bulk of the supplies on the way from Calcutta is going to the United States, as usual.

"Assuming that the London stocks will remain comparatively light for an indefinite period it is obvious that holders would be able to continue to exact a substantial premium for the shellac on the spot. While the December deliveries were only about 3,000 cases, the fact deserves notice that the monthly average for the past year represents 4,450 cases, which shows a moderate excess over the average for the previous year. The total receipts for the year were 52,463 cases, thus showing an increase of nearly 5,000 cases as compared with 1920, and the stocks are some 1,200 cases less than a year ago. There is no mistaking the fact that the outcome of the war has revolutionized the aspect of the market in this commodity, and it is difficult to imagine that the stocks will for some years to come reach anything like the dimensions that existed before the war, and the result is that prices are now still four to five times higher than they were before the war."

### BROOKS BUSINESS GROWING

SAGINAW, MICH., February 6.—In a chat with the World, A. W. Seeley, general manager of the Brooks Mfg. Co., of this city, stated that the talking machine business is gradually coming back and that December sales were exceptionally gratifying. The company is, at the present time, receiving many inquiries and is laying the foundation for a much larger business than it has had for the past eighteen months. Mr. Seeley feels certain that ultimately the Brooks Mfg. Co. will secure sufficient business to keep the plant going at a maximum capacity, owing principally to the automatic inbuilt repeating device, a special feature of the Brooks phonograph.

### A CARUSO MEMORIAL RECORD

New Record by Dead Tenor Released by Victor Co. on Occasion of Caruso Week

In honor of the celebration of the forty-ninth anniversary of Caruso's birth by a country-wide observance of Caruso Week, beginning February 27, under the auspices of the Caruso American Memorial Foundation, the Victor Talking Machine Co. has announced as an addition to the March supplement a new record by Caruso, namely, "Messe Solennelle—Crucifixus" (Crucified to Save Us). It is considered that the record is particularly timely, not only in view of the Caruso celebration, but from the fact that the Lenten season is approaching when music of that character is much desired. A special window card featuring the new Caruso record has been provided and is to be placed on sale on March 1.

### NEW PLAYER-TONE DEALS

Geo. Seiffert Will Represent Player-Tone Phono. Co. in Metropolitan Territory—Weil Bros. Appointed Representatives for New Jersey

PITTSBURGH, PA., February 4.—I. Goldsmith, president of the Player-Tone Talking Machine Co., 967 Liberty avenue, announced recently that arrangements had been completed whereby Geo. Seiffert, 929 Broadway, New York, would represent the company in the New York metropolitan territory. Mr. Seiffert is one of the best-known members of the wholesale talking machine business in the East and numbers among his personal friends dealers throughout the entire territory. He has made a specialty of giving his clientele efficient service, and his enthusiasm regarding the Player-Tone line is substantiated by the fact that he has already closed important agency connections for this instrument.

Mr. Goldsmith also announced that arrangements had been made whereby Weil Bros., well-known furniture manufacturers' representatives, at 220 Mulberry street, Newark, N. J., would be sales representatives for Player-Tone phonographs in the State of New Jersey. The company has placed a good-sized order and is planning to institute an aggressive campaign in behalf of this line.

### THE TRIPLEX PHONOGRAPH

is an entirely new type which combines the portable with artistic reproduction and changeable picture panels.

Made in one standard size which incorporates all features.

Do not select your lines for 1922 until you have learned all about this wonderful and unique instrument.

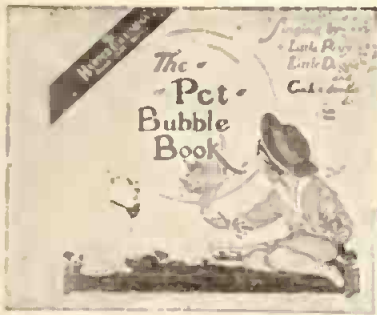
For descriptive folder address the

**TRIPLEX ARTISTIC PHONOGRAPH CO.**  
-Pershing Road and Ridgeland Ave.  
BERWYN, ILLINOIS



# *Have You Heard the Good News?*

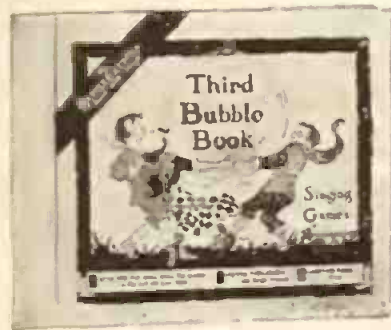
## **BUBBLE BOOKS are back to their old price**



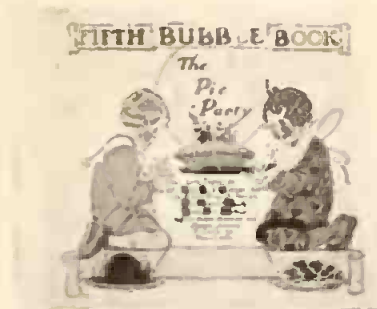
They are now back to the original price of \$1.00—a better value than ever.



This means that there will be quicker sales, quicker profit, quicker repeat.



And don't forget when you sell one you sell a habit and when you are selling a habit you are building business.



## **BUBBLE BOOKS "that Sing"**

# **HARPER & BROTHERS**

*Bubble Book Division*

Franklin Square

New York



# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., FEB. 10, 1922.

EVERYBODY continues to be interested in the state of business, and almost everybody continues to be on the fence when it becomes a question of advice or opinion. Yet, as a matter of fact, the inquiries which the mid-West staff of The Talking Machine World have been making during the six weeks past show conclusively that a good deal of what was anticipated two months ago has failed to materialize, while much has materialized which was not anticipated. For instance, there was a general belief throughout the trade two months ago that the Christmas betterment would be in the nature of a sort of flash-in-the-pan, and that it would not last over the middle of January. Moreover, our inquiries developed the fact that the reduction in prices came at the right time to improve a situation already better than had been anticipated. Orders were given during the month of January for delivery during April, May and June, some of which were booked even before the reductions were announced. Furthermore, it appears that manufacturers in general are not at all feeling blue. They have written down their inventory and to-day they know where they stand. Dealers also are struggling to the surface, looking around them and again seeing the familiar landscape which they had thought they would never see again. Inquiry among retail stores in this district reveals some interesting facts. During the last two years the housing situation had compelled many families to "double up," so that two groups would be occupying an apartment designed for one. The recent depression in business caused this condition to be even intensified, for thousands of families found that they must, at all costs, economize on rent expense. Now there is a process of separation and splitting-up going on. Apparently the people are getting tired of living in discomfort and are coming out of the shell of depression in which they have been wintering. The Superintendent of Banks of the State of Illinois has issued his annual report, which shows savings bank deposits of staggering magnitude. The money is there, the fine weather is coming on and the manufacturers are taking time by the forelock. What more can we ask for?

PRESIDENT BOND, of the Packard Piano Co. of Fort Wayne, Ind., is a wise man. He does not manufacture talking machines, but he fully

Talkers  
in Piano  
Stores

recognizes that they are an integral feature of the music industries. He would like to see the retailers in the piano industry taking a more potent interest in the talking machine and its records. In the course of an instructive article from his pen, which appeared in the holiday number of The Music Trade Review, he points out that piano dealers often overlook the opportunity to make their stores the music-merchandising centers which they rightly are and always ought to be. In fact, piano dealers are often narrow-minded in this respect and make the mistake of overlooking the steady every-day opportunity to sell smaller lower-priced items when the high-priced ones, like the piano and the player-piano, are for the time being going slowly. Indeed, this is only one way of looking at the matter, though we agree that the gospel is thoroughly sound. Whether times be good or bad, whether pianos are selling fast or not, the piano dealer who does not seize the opportunity of making his store a center for all music merchandise is simply refusing to take advantage of the logic of his own position. That is only another way of saying that every piano dealer should handle a line of good talking machines and records. He should take as much trouble in proportion to these as he gives to pianos and player-pianos. Thus fortified he will find himself financially and economically stronger. For this is a case where it is eminently much wiser not to put all one's eggs in one basket. Whether, indeed, talking machine dealers who have not before dealt in pianos should take on such lines is another question entirely. It is, as may be seen at once, quite different from the first one. But piano dealers, if we may venture to advise them, will be better piano dealers for handling the best in talking machines and the best in records.

AND this reminds us that the typical mid-West product known as the Piano Club of Chicago to-day numbers among its most active members many able and energetic talking machine men. Harry Bibb, William Wade, Harry Schoenwald and the ever-hustling John McKenna, secretary of the club, and local boss for the Columbia Co., will at once come to mind, but the owners of the other names which might and should be remembered will simply have to take the intent for the deed, since we cannot possibly find space for them all. There have been many noticeable results flowing from the injection of this current of talking machine mentality into the deep stream of the Piano Club's existence. Perhaps the most apparent have been the remarkable entertainments which the members have enjoyed week after week, through the courtesy of their fellow-members who have been in a position to command the services of musical artists. Singers and instrumentalists, many of them highly distinguished, have appeared before the Piano Club at the instance of members who represent in various capacities the interests of leading companies. For all this the other members of the club are appreciative.

Our  
Trade in  
"The Club"

WHICH again leads to the thought that the National Association of Music Merchants would certainly be the stronger if it had more talking machine merchants among its members. President DeForest, of that Association, himself a music merchandiser of widest interests, has recently spoken very definitely on this subject. He thinks that more talking machine merchants ought to be in the National Association of Music Merchants, which should not, he rightly says, be composed of piano men only. The National Association of Music Merchants, in fact, offers to the talking machine man many advantages, some of which were clearly set forth by President DeForest at the Executive and Advisory Boards' meetings held on January 12 in New York City. These include legal, business and legislative helps. The Association is endorsing the Stephens-Kelly bill for price maintenance and is performing other services to every talking machine man, of direct and immediate benefit. To our mid-West talking machine trade friends, then, we pass the word: Get into the N. A. of M. M. You need it and it needs you!

Get  
Into  
N. A. M. M.!

SPEED. This is not intended as a funny title. It is quite literal and means just what it says. We are referring to plain, ordinary, physical speed, otherwise velocity; and our reason for so doing is, we believe, worth while. A representative of The World's Western Division was visiting a certain wholesale office in Chicago the other day and happened in just when a well-known tenor of our opera had come in to listen to one of his own records, which was being put out by this company for January. The World man took up a modest position in the rear while the entire sales force somehow got into the room, and as the singer sat down in front of the machine a salesman stepped forward and put on the new record. Hardly had the first chords of the accompaniment begun to sound when our artist began to wriggle in his chair and look uneasy. The very moment his first voice-tones sounded out he literally jumped up and, as we say, figuratively "hit the ceiling." "That is not my voice," he cried and, stooping over the turntable, he changed the speed regulation. Then he listened again, looked satisfied and said, "Now that is my voice." Exactly! All very simple and no doubt the result of a mere accident. But how very significant! There was a roomful of expert salesmen who did not sense the fact that a record is simply not genuine unless it is played at the right rotational speed of the turntable. Every salesman knows that pitch varies with speed, but how often is the knowledge put to good use? Just suppose that that salesman had been trying to sell this singer a talking machine which was in a similar maladjusted condition. He would simply have lost his sale. Any singer, in fact, would have detected the nasal imperfections of the vocal sounds and would at once have blamed the machine. Which emphasizes that those who sell talking machines should know their product.

Multum  
in  
Parvo



From our **CHICAGO** HEADQUARTERS  
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., February 8.—With no exception wholesale and retail concerns in this city have been able to report that the year 1921 closed in a more satisfactory manner than was expected. These facts were brought to light when the annual inventories were made and in several instances some of our most ardent howlers of "rotten business" received the surprise of their life when they found out they had fewer goods than they thought they had and had sold more than they imagined they had. These facts caused them to desert the blue ranks and come over to the optimistic side, so that to all intents and purposes everyone in the Chicago trade today is feeling in better spirits and looking forward to exceptionally good business throughout the whole of 1922.

The month of January was exceptionally good. Everyone was out, working hard and getting orders. Moreover, an increase was brought about toward the latter part of the month and the first week or so of February, when the reduction announcements came thick and fast. The first was made by the Victor Co. regarding its records, followed in short order by all other companies. However, the reduction did not stop here. It included part of the hardware, motor and accessory trade, but was not general at the time. One peculiarity about this reduction was that it had the desired effect. It increased business. It was not like the reduction of several months ago that knocked the bottom out of business, so to speak, and brought about a sort of industrial stasis. This reduction turned the trick; and that is what was wanted of it. It increased business to a great extent in all phases.

The retail men were the first to feel the effects

of it and soon began reporting increased activities and calling for more goods. This had the desired effect on the manufacturers and caused them to begin opening all departments and putting on more help in order to take care of the sudden and increased demand. Nor was the activity confined to regular customers. Inquiries came pouring in thick and fast from all directions from men who had been practically out of the game for some time, and many were from well-rated concerns who heretofore had been in no way connected with the talking machine industry. Some, when looked up, were found to be from commercial firms of high rating, particularly from this section of the country. We may, therefore, expect, before the end of 1922 to see some new instruments on the market, for apparently these expected new faces are strongly entrenched financially and capable of turning out good instruments once they begin.

All of which augurs well for the men handling hardware, such as motors, tone arms and accessories, nor can the trade here be blamed at this rate for expecting a good business year. The retailers are taking advantage of every possible tie-up that presents itself. For example, whenever theatrical stars, grand opera, legitimate or vaudeville, make their appearance, the dealers are not hesitating in notifying their clientele of the fact, provided, of course, these particular headliners have recordings on the market. In the past nothing like this was taken advantage of—that is to say, not for the last couple of years at least. It was unnecessary. Business came without trying to get it, and, therefore, headliners came and went unnoticed, so far as those dealing in records were concerned. However,

the appearance of a star nowadays brings forth great activity among the record dealers and these activities are rewarded by good sales. In many instances some of the very dealers who are now doing this tie-up work report that even though their record sales in the past were very satisfactory their sales today are even more so, and quite a few of them are wondering what would have happened in the past if they had done some tie-ups on top of their easy business.

Music in the Air

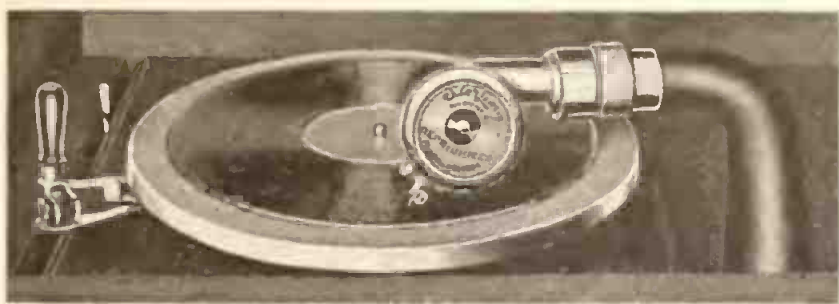
One of the latest fads to interest Chicago and vicinity is "radio-in-the-home." The original impetus came when transmitting antennae were installed at the Auditorium Theater during the grand opera season. The daily papers began publishing data about Hertzian waves and the wireless stations throughout the country were permitted to operate for the purpose of public entertainment.

Of course, all sending stations are under government control and have specified times during the day when they are permitted to work, and for this reason the locations of the various stations and the time of their program is printed. There is no governmental control over the receiving equipment and as a consequence wireless telephone antennae are daily seen rising in increasing numbers over the housetops of Chicago.

Perhaps the most popular radio-in-the-home instrument is manufactured by the Westinghouse Electric Mfg. Co., of East Pittsburgh, Pa., for which the National Radio Sales & Service Co., of Chicago, has been appointed sales agent. This latter company is located in one of the

(Continued on page 109)

**STERLING** — with — **EDISON**  
**REPRODUCER** — **ATTACHMENT**



PLAYS ALL RECORDS



Write for New Prices  
 on Sterling Tone Arms  
 and Reproducers.

**Sterling Devices Co.**

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, the Sterling No. 41 Ball-bearing Tone Arm, and the Sterling Reproducer fitted with Edison, Victor, or Columbia attachments.

534 Lake Shore Drive

Chicago, Illinois.

The Sterling Reproducer with Edison attachment not only harmonizes in appearance with the Edison machine, but harmonizes with it in its perfect adaptation to all Edison requirements.

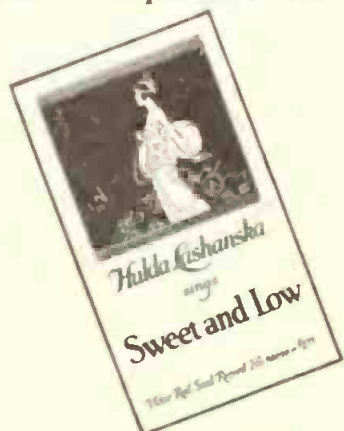
To say that the Sterling Reproducer plays all records and plays them beautifully is no idle statement. It is based on scientific facts which talking machine experts will appreciate.

The Sterling Reproducer when used on the Edison absolutely synchronizes when playing both hill and dale and lateral records. The Edison machine automatically moves the reproducer 150 threads to the inch and sufficient free motion is allowed by the Sterling for the difference between 150 and 80 threads. Upon completion of the record, when the lever is operated to release the reproducer from the record, the reproducer automatically returns to its original or starting position.



## *four salesmen in your window*

If you could afford to hire four salesmen to stand in your display window and hold up new records, you would probably sell a good many of the records, wouldn't you? The passers-by, of course, could not hear through the glass what your salesmen might tell them was the name of the record. And unless the salesmen were willing to fox-trot for the benefit of the onlookers or to move their lips as though singing, no one could know what kind of a record it might be. The salary of these four salesmen would be prohibitive. *But they would sell a tremendous lot of records.*



Lyon & Healy offer you four new salesmen each month. The salary for all four will be only two dollars. They will shout the name of the record clear through the window. And they will clearly tell whether it is a dance record or a song or a violin solo.

They are the L & H Victor Record Window Display Cards.

This service was instituted for the benefit of our merchants who wanted a card service that would be high-class, attention-compelling and low in cost. The L & H service is of all of these.

Four cards are issued each month, two of them 14 by 22 inches; two are 11 by 14 inches. They feature the four best numbers of the monthly Victor release. They attract attention because, being printed in several colors, they are very striking. The drawings are of the finest character done by a high-priced commercial artist.

There is no similarity between these cards and the average gaudy lithographs. The L & H Cards are individual, different, and of the highest standard.

You can use the Lyon & Healy Display Cards equally well in your windows, about your store, in your booths or under the glass of your counter.

*The price is only \$2.00 a set each month.*

*Write for free samples*

# LYON & HEALY

*Victrola Distributors*

CHICAGO





FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

large Loop buildings and has been instrumental in popularizing talking machine-record concerts via wireless telephone daily at 4 o'clock, continuing for about fifteen minutes, during which time a series of talking machine records are played at the K. Y. W. radio station, located in the Commonwealth Edison building. At this time amateur radio operators, located for hundreds of miles around Chicago are listening in on the concert, and many talking machine dealers report a great number of record sales traceable to these concerts. At 8 p. m. sharp during the recent grand opera season in Chicago performances were also "listened in."

The little Westinghouse instruments sold by the National Radio Sales & Service Co. vary in price and the literature put out by this company pertaining to these outfits contains the following paragraph of appreciation:

"Radio history is being written broadcast in opera. It is only right that acknowledgement should be made to the Chicago Opera Association, Mary Garden, general director, and the Commonwealth Edison Co. for making such a program a reality."

**Columbia and Kerekjarto**

Under the auspices of L. L. Sebok, of the international record department of the Columbia Graphophone Co., Chicago branch, Duci de Kerekjarto, violinist, appeared in concert at the store of the Winter Piano Co., Columbia dealers, 516 Grand avenue, Milwaukee, Wis., recently. Upon his return to Chicago Mr. Sebok said that evidently Kerekjarto Columbia records have built a large following for this artist in Milwaukee, judging from the select audience of professional musicians and amateur music-lovers gathered for the occasion. The audience kept Kerekjarto playing selections which he recorded for the Columbia Co., and after the concert the audience expressed its gratitude and appreciation for the artist's work by purchasing his records in large quantities.

**Souvenir Memo Books**

A recent addition to Columbia's long line of dealer service articles is the Columbia souvenir memo book and yearly calendar, which consists of 106 pages. These little books are intended primarily to appeal to women who, according to the opinion of the Chicago sales force of the Columbia branch, purchase 80 per cent of all records bought. The service department believes that housekeepers as a rule never possess, and always have a need for, an attractive memorandum book in which to keep track of their household or personal needs, engagements, recipes, etc., which they can carry with them for ready reference. By presenting an attractive and useful gift such as this Columbia dealers are expected to meet with immediate response, for most women value such courtesies highly.

A new idea is said to have been incorporated in the making of these books. A number of the pages are for personal data, while the remaining pages are ruled with the heading, "Records I Want to Hear," and at the bottom of each sheet some Columbia record is suggested by title, artist, number and price.

**"The Sheik" Tie-up**

"The Sheik," a Paramount picture which met with tremendous success, proved a wonderful tie-up for the record of the popular song, "The Sheik," in Chicago. Columbia dealers especially reported unusual sales of the Columbia record of "The Sheik," played by Ray Miller's Black and White Melody Boys. The method by which the Columbia dealers tied up was not elaborate or expensive, but very effective. Many of the dealers rented Arabian costumes and hired colored men to impersonate "The Sheik." It was the duty of "The Sheik" to parade around the vicinity of the retail stores. While doing his stunts he passed out a card which on one side bore the simple statement "The Sheik is out," and on the other side was the dealer's name and address. Needless to say this method of tie-up created considerable interest while "The Sheik" was fresh in the minds of the public.

Another tie-up was made through the assist-

ance of Dan Roache, publicity manager of the Lasky Film Corp., Chicago branch, who made arrangements to tie up with every Columbia dealer in town who has a place in the vicinity of the theatre where "The Sheik" was shown.

**January Furniture Market**

The January furniture market was the means of bringing many talking machine dealers to Chicago from all parts of the country. The local branch of the Columbia Co. used a special register for the enrollment of Columbia dealers only, which, at the end of the show, contained numerous names, showing that dealers had come here from all parts of the country. A brief canvass of the furniture manufacturers exhibiting at the Chicago branch of the Furniture Show this year shows that there is a very optimistic trend to business in general for the coming year.

**Coming and Going**

T. W. Williams, of the sales department of the Chicago Talking Machine Co., left Chicago recently for a two weeks' vacation to Little Rock, Ark., where he is visiting his folks. During the summer months Mr. Williams was unable to take his regular vacation, owing to business activities. From present indications, beginning with the first of February, there will

be necessity for intensive activity in the Chicago trade, and Mr. Williams is, therefore, making preparations.

One of the recent visitors to Chicago was Frank Ashworth, of Weber & Ashworth, Victor dealers, of Cadillac, Mich. He reported that the holiday season proved exceptionally good and that all indications are for a very prosperous year.

**W. W. Clarke, of London, Visits Chicago**

The Chicago trade was recently visited by none other than Walter W. Clarke, assistant general manager of the Gramophone Co., of London, England, who is in this country studying American business methods with a view to getting ideas from us that will be applicable to British and European business.

In making a comparison of the British retail business with ours, Mr. Clarke mentioned that they had not adopted over there the American idea of demonstrating booths. When a person comes in to hear a record in the British Isles he purchases several slugs similar to those used in telephones. He is then given a seat and a list of the records with numbers. The seat he is given is before a prepared dial which has an indicator. He then deposits the slug in the slot,

(Continued on page 110)

# The Oro-Tone

QUALITY FIRST

Just Say—

## "Send Samples on Approval"

For the EDISON

**WHAT THIS DEALER SAID**

"I have tried all of the different makes of attachments, but the Oro-Tones remain in a class by themselves. Rush the enclosed order."



**ANOTHER DEALER SAYS**

"Your attachments for playing all records on the Edison, Victor and Columbia are simply perfection and the wonderful tone quality is the convincing argument."



**WHY DON'T YOU ORDER SAMPLES TODAY?**



Made in Canada by  
W. H. Benfield & Sons, Ltd.  
Toronto

ASK FOR COPY OF THE ORO-TONE ILLUSTRATING AND DESCRIBING THE COMPLETE ORO-TONE LINE

**The Oro-Tone Co.**  
QUALITY FIRST  
006 GEORGE STREET  
CHICAGO, ILL.



## FROM OUR CHICAGO HEADQUARTERS

(Continued from page 109)

sets the indicator dial and places two listening tubes to his ears. The indicator dial automatically operates a similar one downstairs in the basement, and the employe in attendance there puts the desired record on a small machine and sets it in motion. Therefore, it will be seen that a charge is made for the hearing of each record, but whether or not this charge is deducted from the purchase price of the record was not mentioned by Mr. Clarke. He did mention that the Unit Construction Co. has fitted up two splendid stores on the American plan for the Gramophone Co. in London.

Another interesting topic he touched on was that in the British countries the dealers have not as yet adopted the deferred payment plan so popular in this country. Their business has been done on a strictly cash basis.

**W. C. Griffiths Likes Indianapolis**

Dame rumor has it that W. C. Griffiths, assistant sales manager of the Chicago Talking Machine Co., will soon become a Benedict. At this writing we do not know who the fortunate young lady is, but we have every reason to suspect that her home is in Indianapolis. Putting two and two together we have come to the conclusion that this is probably the cause of his recent trips to that city.

**Hoot! Mon!**

The appearance of Sir Harry Lauder at the Great Northern Theatre on January 23 brought about a great increase in the sale of his Victor records. Dealers in all sections of the city reported tremendous sales on all of his numbers, especially the latest releases.

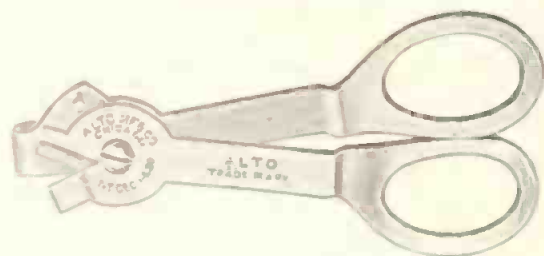
**Why Victor Dealers Are Optimistic**

While the first of the year showed every indication of a normal increase in business, according to W. D. Geissler, of the Chicago Talking Machine Co., the Victor Co.'s reversion to pre-war prices acted as an incentive which brought about a tremendous increase in volume of sales. These pre-war prices are applicable to the records only. Every Victor dealer in Chicago is exceptionally happy and active. They all report an increased and steady demand for all Victor goods and a feeling of optimism maintains throughout their ranks.

**An Interesting Attachment**

A new company has just been formed in Chicago which bears the name of the Myers Mfg. Co. The offices are in the Manhattan Building, near Van Buren street, on Dearborn. Papers of incorporation bear the following names: B. Myers, president; Irving J. Dorf, vice-president; R. Graebert, second vice-president; J. G. Kaso, secretary and treasurer. The sales manager is Ernest Zietler. The amount of the incorporation is \$25,000.

This company has just put on the market a little instrument which they call the Universal record re-cutter. Their claims for this little instrument are very interesting, as they state their invention was perfected only after years of study and expenditures of large sums of money. The purpose of the instrument is to renew old, worn-out records by simply attaching them to the sound box and allowing the device to run through the record grooves, just as though it were playing. When the last groove has been reached the record is practically recut, and in better condition to play than was the case before the operation was commenced.



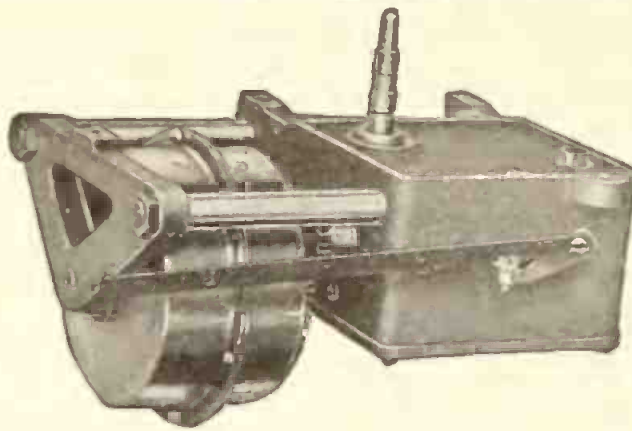
MANUFACTURED BY

**ALTO MFG. CO.**

1801-1803 Cornelia Avenue

CHICAGO

## Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

**REMEMBER**

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

**United Manufacturing and Distributing Company**  
536 Lake Shore Drive  
**CHICAGO**

The instrument is of metal, cylindrical in form, one end being closed off and the other end pointed, having a set screw and a small hole for the insertion of a needle. The second part of the instrument is a collar, held in place by a threaded arm which, when screwed into the opening of the collar, causes a wedge between the collar and the cylinder. The other end of this arm is cut to fit into the regular needle-slot of the sound box. Within the hollow cylinder is a small piece of machined steel, which is oscillatory in an up-and-down direction within the cavity.

In operating, the following procedure is carried out: A very hard steel needle is placed in the cutter. The cutter, in turn, is attached to the sound box, its position being such that when ready for playing it will ride the record in a horizontal position. The record is started and the needle in the cutter, traversing the grooves, causes the little piece of steel within the cylinder to vibrate, which vibration in turn acts, as it were, like a trip-hammer. This trip-hammer effect causes the needle to plunge through the dirt and other particles which have been ironed into the record grooves, and to dig out all foreign material. After the operation the re-cutter is detached and the record can then be played in the ordinary way. Of course, objection will be raised by those unfamiliar with this instrument that it will cut and destroy the record grooves, but the instrument must be actually seen in operation before its merits can fully be appreciated.

**Reduction in Tonofone Prices**

The recent reduction in price of Tonofone needles, made by the Tonofone Co., proved to be quite a stimulus to business, and the reaction was greater than anticipated. This reduction benefits dealers greatly in that the retail list price remains the same, which brings them a greater profit and at the same time does not affect the consumer. The reduction in needles

was brought about by a reduction in costs of raw material and labor. The increased profit to dealers is especially noticeable on the twenty-five cent packages and the trade as a whole has been taking advantage of this as may be seen by the number of orders which have been coming in daily.

J. F. Johantgen, president of the Tonofone Co., tells The World that there have been several changes made in packing recently, which, when put into effect, brought about a marked saving in advertising expenses and this saving was one of the items which went for making the reduction in the price of needles possible. The saving was effected by making their parcel post mailing cartons a trifle larger, and this permitted the insertion of leaflets and samples of needles to be used for advertising purposes by the dealers. Heretofore this went out packed in separate envelopes, and plus the cost of mailing, proved very expensive at the end of the year. It was then that Mr. Johantgen got the idea of weighing the carton of Tonofone needles, in doing which he found that the weight was considerably under two pounds but that the charges for mailing were the same nevertheless. He, therefore, hit upon the idea of making the carton a little larger and enclosing the samples and advertising leaflets, so as to make up two pounds, but at the same time eliminating extra cost of mailing and packing.

The Tonofone Co. is also getting out a large quantity of dummy cartons for dealer show purposes, and the printers are now working on a variety of little easel-backed showcards. All of these items are being sent to dealers as quickly as received from the printers and the dealers in turn are sending back many congratulatory letters showing their appreciation of these helps which are being given them by the Tonofone Co.

**Preparing New Models**

The Federal Phonograph Co. of this city is preparing to bring out a new line of console talking machines. The new styles, which are to be placed upon the market early in March, will be medium-priced, and especially attractive for jobbers. The models will be of the Queen Anne, Adam and Sheraton periods, and will be furnished in mahogany and walnut. The sizes of these new models will be 35 by 38 by 21 inches.

**Welcome Patricola**

Loop-hounds in Chicago are a happy bunch nowadays because they can get, and take home with them, the voice of their favorite songbird, Patricola. This was made possible by her debut

**THE ALTO****\$1.00 Retail**

A high-grade fibre needle cutter made entirely of steel, hardened, ground and nickel-plated. Will cut as well as any cutter at any price.

**The Alto Superior \$1.35 Retail**

Of the same general design as the \$1.00 cutter, but somewhat heavier; hand-polished and heavily nickel-plated.

*Carry the Alto Cutter; it is a good line*



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

into talking machine land by way of Victor record No. 18838. This is Miss Patricola's first appearance on Victor records and her offerings are two vocal selections, "I've Got My Habits On" and "Happy Hottentot." Miss Patricola made her first hit in Chicago years ago as an entertainer. Her voice, plus her ability as a violinist, brought her almost immediate recognition, and when she made her first vaudeville appearance in Chicago it is said by old-timers that she proved one of the biggest hits that ever showed in the big Loop houses.

**Funny Fanny Brice**

Another Victor artist to make her initial bow in February is funny Fanny Brice, of the Ziegfeld Follies. It surely was a happy idea to release her records right at the time she was making such a tremendous hit at a local theatre, and it was a still happier idea that the record embodied two of her songs with which she has been making this hit, namely, "Second-Hand Rose" and "My Man." All told, therefore, the personal appearance of Miss Brice at one theatre and of Sir Harry Lauder at another ought to be the means of getting in a great deal of record business for Victor dealers in Chicago.

**Important Brunswick Announcement**

The Brunswick-Balke-Collender Co. has just made the announcement that it has appointed John L. Du Breuil as district manager of the phonograph division in the territories covered by the Cleveland, Pittsburgh and Buffalo branches. Mr. Du Breuil was formerly connected with the Columbia Graphophone Co. at its branch in Cleveland and his many friends in that district will be glad to welcome him back to his old territory. After personally meeting the entire personnel of the executive offices of the Brunswick-Balke headquarters in Chicago, and after a visit to the motor and cabinet plants of the Brunswick Co., he became greatly enthusiastic over the possibilities of Brunswick and assured all members of the Brunswick Co. with whom he came in contact that he was going to make them all sit up and take notice.

**A Suggestion for Use of Windows**

Over in one of the big show windows of the Peoples' Gas, Light & Coke Co., on Adams and Michigan, will be seen one of the prettiest and most cleverly gotten up displays depicting a modern kitchen seen in these parts in many a long day. The most interesting feature of it all is a sign on one of the small white tables which says that Edith Mason and her husband, Maestro Polacco, of the Chicago Grand Opera Co., had purchased this particular kitchen and that it had been sent to their villa in Milan, Italy.

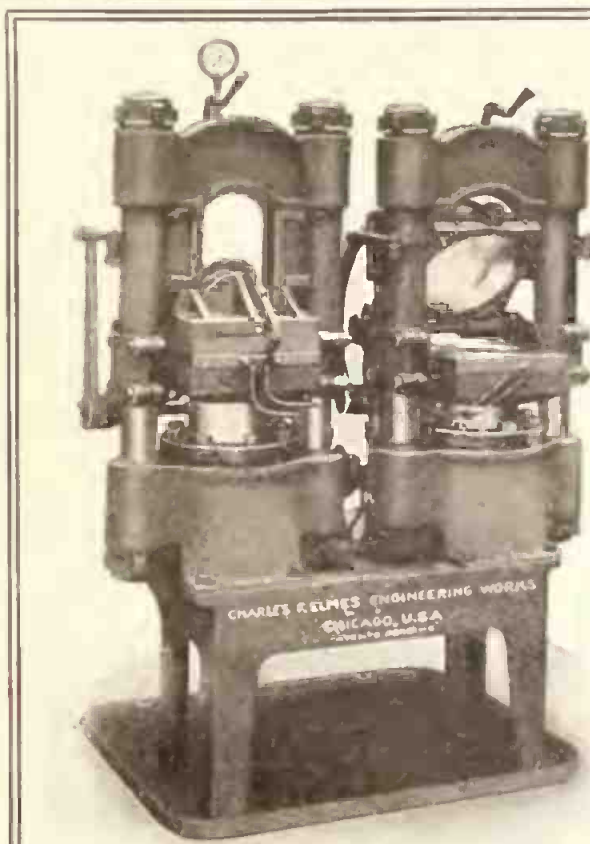
The reason this particular item is mentioned is merely to give readers of The Talking Machine World a little idea of how other lines of activities tie up to possibilities. Surely it is a far cry between the opera and the kitchen, but nevertheless if it weren't for the kitchen there would be no opera. Maybe this is how the gas company's window decorator figures it up.

**Change Line of Operations**

The firm of C. W. Howe & Co. have made the announcement that they are closing out their interest in the talking machine business and have just been appointed agents for the Harsha tire storage battery. In the future this company will confine their activities to this line. C. W. Howe & Co. were one of the oldest concerns in Chicago to place on the market tone arms, sound boxes, motors and other items. Their tone arms and motors were patented in the United States and other countries, and the patents are being disposed of. Negotiations have just been closed for the manufacture of the motor under foreign patent-rights and domestic negotiations for these rights are now under way. The same procedure applies to their rights on tone arms and other accessories controlled by them.

**Sterling Devices Activities**

The Sterling Devices Co. reports a very great increase in January business for Sterling Edison attachments and No. 41 tone arms. The report comes from W. O. Miessner, who states that this increase indicates to him that dealers and manu-



**1 2 0 0**  
**RECORDS A DAY**  
 WITH  
**ONE OPERATOR**  
 ON AN  
**E L M E S**  
**AUTOMATIC**  
**DUPLEX RECORD PRESS**

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

**CHARLES F. ELMES ENGINEERING WORKS**  
 224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.

facturers are exceptionally busy in all parts of the country. "There is no reason why our trade should not be busy," says Mr. Miessner, "and the fellows who are doing good, conscientious, hard work, getting out and getting after the business, are those who are sending in orders for attachments. This is not because of any work on my part, but is merely a summary of the letters that I have been receiving recently from these dealers. I furthermore gather from these letters that this activity is not a spasm but a long-thought-out plan which these dealers have put into effect. That plan is: 'If you want it, go out and get it.'"

Besides the activity at the headquarters of the Sterling Devices Co. there are several other interesting happenings which will be announced in forthcoming editions of The Talking Machine World, which Miessner says will cause a whole lot of favorable comment because of their filling

a long-felt want. Just what these coming events will be has not been stated as yet, but it is needless to add here that The World representative is just as anxious to find out what it is all about as is the general trade.

**On Western Trip**

H. L. Mills, secretary and treasurer of the United Mfg. & Distributing Co., left Chicago the latter part of January for an extended western trip which will carry him to the Coast, and upon his arrival on said Coast it is his intention to pay a visit to Los Angeles for a short rest before returning to his desk in Chicago. Before leaving Chicago Mr. Mills stated that the price reduction on enclosed motors, as announced in recent issues of The Talking Machine World, has brought innumerable inquiries from all parts of the country and many new names, which, when looked up, were found to be names of firms of

(Continued on page 112)

**THE IMPROVED GEAR REPEATER**  
*Is Now on Sale*

If you are not already acquainted with the sales possibilities of this simple and effective repeating device, we shall be pleased to send one to you for your inspection. And the retail price is right—\$2.50.



PRICE  
**\$2.50**

*Regular Dealer Discount*

**THE SYMPHONY MUSIC COMPANY**  
 1020 WILSON AVENUE CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

high standing in the commercial field. A great number of the inquiries were from the Middle and Far West, which was the primary reason for his trip west which will take him to the Coast.

**Hold Annual Meeting**

The annual meeting of the stockholders of the Wizard Talking Machine Co. was held on the evening of January 27, and all the officers were re-elected. Sales Manager Hadley, who will remain in charge of the sales, stated that they had an exceptionally good business year during 1921 and that plans were now well under way for even better business in 1922. There is a possibility that the price of their instrument, the Valuephone, will be increased, as it is planned to put out a machine of exceptionally high workmanship, finish and value.

**In New Quarters**

The Nupoint Mfg. Co. has moved its quarters from Fifty-ninth street and Racine avenue to 630 South Wabash avenue. This company took up its headquarters on the South Side about a

year or so ago and in a short time has grown to be of considerable importance in the supply branch of the talking machine industry. In its new headquarters it will occupy practically the entire second floor.

**Changes Managers**

S. F. Patchin has been appointed manager of the retail Victrola department of the Cable Company, to succeed Lionel Tompkins, who has officiated in this capacity for several years. Mr. Tompkins is now managing the retail piano department at Jackson and Wabash avenues. Mr. Patchin is widely known in the talking machine trade in the mid-West, and for several years was in charge of the Victrola department of the J. B. Bradford Co., of Milwaukee, Wis.

**Remodeling Store**

The Woodlawn Phonograph Co., at 1314 East Sixty-third street, has just finished remodeling its place of business. Proprietor Richard Randall, who opened this retail shop several years ago, has been quite successful in making it one

of the best-known and busiest retail shops in that section of Woodlawn. He formerly had six demonstration booths, but during the remodeling of the store he increased this number by three.

**A Visitor From Australia**

G. H. Horton, of G. H. Horton Co., Sydney, Australia, spent the last two weeks of January visiting the Chicago trade. He is making a tour of the United States in the interests of his company, visiting manufacturing plants, with the idea of gaining information pertaining to manufacture. The Horton Co. puts out a talking machine of its own make, and while in Chicago Mr. Horton signed up quite a number of contracts for motors, tone arms and accessories for talking machines.

**Swiss Yodeler Visits**

Charles Schoenenberger, said to be one of the world's foremost yodelers, visited Chicago recently, in company with Edwin C. Ingold, vice-president and sales manager of the Ferdinand-Ingold Import Co., of Monroe, Wis. The aforementioned company is marketing a new record known as the "Helvetia" Swiss and German yodeling records, which are produced in the original German-Swiss and German tongues.

The Ferdinand-Ingold Co. was recently formed in Monroe, Wis., for the purpose of marketing exclusively these German and Swiss yodels and have been fortunate in securing such international artists as Mr. Schoenenberger and Mme. Schneckenbuehl. The officers of the company are: Ferdinand Ingold, president; E. C. Ingold, vice-president and sales manager, and Walter W. Ingold, secretary and treasurer.

**Speedy Publicity Department**

Some of the quickest publicity that we have seen turned out in many a day was recently accomplished by the advertising department of Lyon & Healy. On Friday afternoon, January 27, they received an announcement from the Victor Talking Machine Co., with illustrations showing the new line of console Victrolas. By Saturday night a large folder of this announcement, together with electrotypes showing the five new Victrola consoles, was being mailed out. These folders were in the hands of the Chicago trade on Monday morning. Where the speed came in was in the matter of getting out the electrotypes. The photographs which Lyon & Healy received from the Victor Co. were retouched by their artists and immediately sent to the electrotypers. These cuts show models Nos. 240, 260, 280, 300 and 330, and range in price from \$115 to \$350.

**Joins Brunswick Staff**

Robert W. Churchill, who for the past year or so has been looking after a part of the Chicago trade for the Emerson Phonograph Co., has severed his connections with that company and is now associated with the wholesale sales force of the Brunswick-Balke-Collender Co. He will look after the North Side territory for this concern.

**Takes a Long Lease**

H. I. Mirick, president and general manager of the University Music Shop, Inc., 508 State street, Madison, Wis., when in Chicago recently announced that he had just signed a five-year lease for the building in which his store is located.

**Good for Electric Motors**

There is an association in Chicago known as the Electric Club, which occasionally gives out news that should interest dealers and manufacturers of electric talking machine motors. One piece of information recently given out was that there are 21,000,000 homes in the United States, of which 8,000,000 are already wired for, and using, electricity, and that all these are located in electric zones; that is, in districts easily accessible to electric current. During 1921 1,700,000 of these homes were electrically equipped. The fact that there are 8,000,000 prospects for electric talking machine motors ought to be good news to the trade and give it something to think about should it begin to won-

**FEDERAL ELECTRIC SIGN**



**"The Business Magnet That You Need Now"**

Dark winter days are here—your place of business is lost in the cold, gray appearance of the street. Prospective customers are hurrying here and there in the cold.

Suddenly—

In front of your store there appears a bright sparkling, cheerful Federal Electric Sign—out of

the dreary street flash rays of inviting light. Your location and the nature of your business are stamped indelibly on the mind of the passerby—the impulse to buy is instantly aroused.

People can't resist the drawing power of your Federal Electric Sign—the business booster that pays for itself over and over again.

**12 MONTHS TO PAY**

A small payment brings you this wonderful new sign—it pays for itself while you pay for the sign—beautiful blue and white porcelain enameled background—the big letters are of snow white Silveray glass, smooth and very easily read from a great distance in each direction. Only two bulbs are required for each letter—ten bulbs for the sign shown above—costs very little to maintain—only 3 or 4 cents an hour for electricity.

A wonderfully attractive 24-hour a day salesman that will bring in business and new customers for years to come—long after it has more than paid for itself. Remember—a Federal Electric display is the cause of a busy store—not the result. Employ this unusual business booster without delay. You need it now. Send coupon for full information and prices as well as free sketch showing how your Federal Electric Sign will look. No obligation—do it NOW.

**FEDERAL ELECTRIC COMPANY**

Representing Federal Sign System (Electric) at 8700 So. State St., Chicago, Ill.

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

Name..... City..... State.....

Street and No..... Business.....

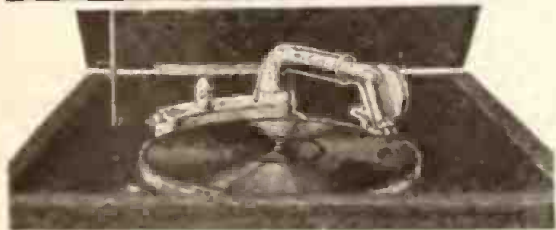
Store Frontage..... No. of Floors.....

*Federal Electric Signs are the cause of a busy street; not the result.*



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

**GOING LIKE HOT CAKES**



For Prices and Further Information, Address  
STERLING DEVICES CO., 534 Lake Shore Drive, Chicago

**STERLING**  
No. 31 NON-SET  
**AUTOMATIC STOP**

Never Misses No Matter What Size Record—Always Sets the Brake When Record Is Finished.

der whether or not there is a field for electrically driven talking machines.

**Quigley Back With Witmark**

A short time ago we reported that Thomas J. Quigley, one of the most popular sheet music publishers' representatives in the mid-West, had resigned as manager of the Chicago house of M. Witmark & Sons, to become the head of his own newly organized concern, the Quigley Music Co. Now, however, Tom announces that he has already severed his relations with the Quigley Co. and is back at his old desk with M. Witmark & Sons. There are a whole lot of people in the trade who always wish Tom the very best thing that can happen to him, just because he is not only a fine fellow, but a man of distinguished ability in his line. M. Witmark & Sons are certainly to be congratulated to again have at the head of their progressive Chicago business and offices a man of such long experience in the trade and who knows their own business so thoroughly.

**Phil Deterling in Chicago**

Phil Deterling, head of the Deterling Phonograph Co., of Tipton, Ind., was in Chicago the latter part of January, both buying and selling. Mr. Deterling's plans indicate that a big year is expected by the Hoosier organization. An impressive assortment of new and improved styles is in the course of preparation and dealers in the Deterling line will be well equipped for 1922.

**Happy Six Entertain**

The recent appearance of the Happy Six, exclusive Columbia artists, at the Chicago and Tivoli theatres, registered that organization very favorably in the minds of Chicagoans. The Happy Six used numbers in this act which they have recorded for Columbia and played them with the same combinations and variations as in the records. It is announced by the Columbia office here that this dance orchestra is available for concert work by any Columbia dealer in the country, and that bookings are being arranged for their appearance through all Columbia branches.

**Vaughn De Leath Drops In**

The entertainment committee of the Chicago Piano Club put on a number at their recent meeting, January 23, which went a great way toward making up one of the best shows they have ever had. This number, which was none other than Miss Vaughn De Leath, prominent stage favorite and Okeh record artist, was made possible by the quick work of E. A. Fearn, of the Consolidated Talking Machine Co., and Charles M. Neumeister, sales manager of the Okeh Western division. Miss De Leath had been en route from California to New York and had stopped off between trains. While waiting for her train she called on Messrs. Fearn and Neumeister and arrangements were speedily made. Although Miss De Leath was in the city only a few hours, she succeeded in making a tremendous hit with members of the Piano Club by her singing.

**Open New Department**

Under the direction of L. C. Wiswell, manager of the Victrola department, Lyon & Healy have just opened a new service department which they believe will be of great benefit to their dealers. The purpose of this new department is to get out and help dealers in all phases

of selling, stocking and canvassing. This "dealers' building department," as it is known, will be looked after by Joe Gannon, who formerly had charge of their retail canvassing force. Mr. Gannon is now engaged in instructing his men who are to call on the dealers, teaching them to keep track of their stocks of machines and records and to order supplies of all sorts, keep

after prospects, get up prospect lists, and, if necessary, get behind the counters and instruct sales people.

**New Columbia Store**

A new Columbia store has been opened at 1221 East Forty-seventh street by N. H. Shoukair. The formal opening on the first of the month was attended by a large gathering of local residents. Favours were presented, and besides the musical entertainment rendered by Columbia Grafonolas some of the best local talent helped make things merry. The new store is up to the minute in equipment, having six modern hearing rooms and up-to-date record racks. The color scheme throughout is white enamel.

**Now Have Los Angeles Office**

The Walbert Mfg. Co. announces the opening of a Western office in Los Angeles. The office will be directed by P. E. Snell, who is well known to the Chicago trade. Mr. Snell will cover everything west of the Rockies, but will

(Continued on page 114)



This window display is used by the Brunswick Phonograph Shop, 225 S. Wabash Avenue, Chicago, Ill. It has increased sales of Geer Repeaters more than 200% and is proving an exceptional window attraction.

**Put This In Your Window and Watch Results**

HERE is an idea that will increase the attention value of your window at least 200 per cent. Many stores have put in similar displays and, without exception, the sales of Geer Repeaters and records have jumped from the day the displays were put in.

**Why Geer Repeaters Sell Quickly**

The Geer Repeater is as near fool proof as a repeater can be made. It fills a real want. It can be put on or taken off as easy as a record. For dancing, dining, or when working or resting, this repeater doubles the joy of owning a phonograph.

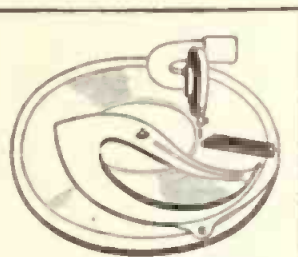
Geer Repeaters repeat instantly and as often as desired, without injury to the needle, the record or the machine.

**Our "Demonstration Package" Now Ready**

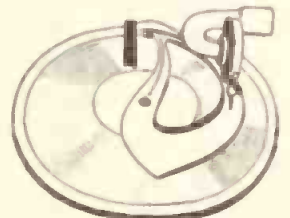
Send for our "Demonstration Package" and make a window display similar to that shown in the above cut. You will be surprised at the increased value of the window and the quick sales which result.

**Read This Letter.**

Enclosed find order for one gross of Geer Repeaters. Our books show that this is the third time we have reordered these repeaters since the first of the year. A few weeks before Christmas we placed an electric machine in the window demonstrating this repeater, and the sales tripled at once. This demonstration is still running and we are convinced that it has increased our business considerably in all departments. You might be interested in sending a representative to our store to see a record that has been playing continuously in this demonstration since the beginning. We estimate that it has played some three thousand (3000) times and outside of minor surface noises the reproduction is almost as good as a new record. Wishing you success, we beg to be considered, yours truly, Brunswick Phonograph Shop, Arnold B. Stoll, Manager.



Showing the Geer Repeater at the moment of release of needle. The rubber slide (black) is adjustable to end of music.



Showing how the repeater picks up the needle and carries it back to start. The glass-hard surface protects the needle.

**WALBERT MANUFACTURING CO.**

Home Office  
825-41 Wrightwood Ave.,  
Chicago, Illinois.

Eastern Office  
200 Fifth Avenue,  
New York, New York.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

not fill orders from his headquarters in Los Angeles. However, he will carry an emergency stock for quick service should occasion arise. His duties will be to call on all dealers and offer sales helps and service that will go for boosting the sales of the Geer Repeater.

He recently purchased a home in Hollywood and intends to live there permanently. On his way to the Coast Mr. Snell stopped off at numerous points en route and called on quite a number of dealers in the interests of the Geer Repeater.

**Big Victor Night at Marigold**

Monday evening, January 30, was Victor night at the Marigold Gardens. The Victor dealers and jobbers of the city were there in full force to enjoy one of the best shows ever put on at this famous café. The show included more good music, more good dancing and more pretty girls than ever before. One of the biggest hits of the program, which will be continued during the ten weeks of their engagement, was an exclusive Victor "stunt."

Number six on the program was entitled "My Victor Record Girls." From the doors of a huge Victrola some ten feet high emerged girls dressed to represent various well-known popular song hits brought out during the last decade. Each girl, as she came out of the Victrola, sang the particular hit which she represented and, as a finale, all of them sang Will Rossiter's song, "Music Is Wonderful When You Are Lonesome." In our opinion, number six was the hit of the program.

Not only Victor dealers, but habitués of the Marigold, were on hand to hear and enjoy. The affair was an excellent advertisement for the Victor line and decidedly appropriate at the Marigold, where Roy Bargy and his Benson's Orchestra hold forth.

The orchestra that has made so many popular Victor dance records was there in all its glory to furnish a brand of dance music not excelled in any part of the United States.

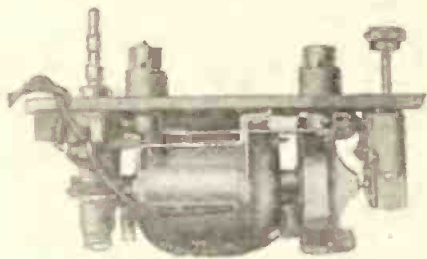
This was one of a series of meetings of Victor jobbers at the Marigold since the Benson Orchestra has been making Victor records. If we are to judge by the enthusiastic appreciation by the Victor merchants present the dance records by Benson's Orchestra have a group of energetic supporters in this city.

Will Rossiter, the Chicago publisher, was on hand to hear his songs, "Music Is Wonderful When You Are Lonesome" and "Crystal Gazing," go over big. The first number has been officially endorsed by the Chicago Piano Club as highly valuable musical propaganda. We extend to Mr. Rossiter best wishes for its success and congratulate him upon placing it with the Marigold Revue.

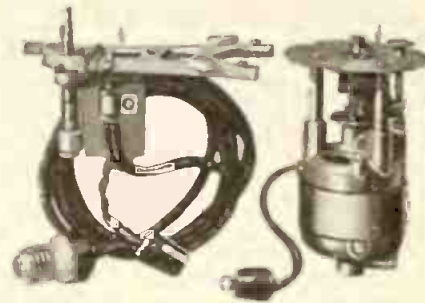
**An Attractive Music Shop**

One of the most attractive little talking machine shops in Austin is that conducted by Charles Wolf. It is located at 115 North Cicero avenue, next door to the West End Art Shop, which is conducted by Mrs. Wolf. Both these places of business have attracted considerable attention in that locality for their extreme beauty and it seems as though there were a happy competition between Mr. and Mrs. Wolf for honors in interior decoration. At night the talking machine shop, which is confined to Kim-

**ELECTRIC MOTORS GOING BIG**  
Both for Complete Machines and Replacements



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

**BOTH MOTORS RUN ON D.C. OR A.C. CURRENT**

We can supply parts and make repairs on

**MANDEL, WORLD, ELTI-NOLA, MORGAN CORPORATION, GREAT EASTERN, STEINBURN CORPORATION**

or any other phonographs. Motors, Tonearms, Hardware and Accessories always on hand.

**LAKESIDE SUPPLY COMPANY, Inc.**

416 SOUTH DEARBORN STREET

CHICAGO, ILL.

TELEPHONE HARRISON 3840

ball and Pathé talking machines, presents a very beautiful picture. The lighting effect is obtained by the indirect ceiling system and numerous little polychrome incandescent candles with varicolored art shades are placed artistically on top of the numerous talking machines



Interior of Wolf Display Room

on the floor. The windows are illuminated by floor lamps, which cast a pretty reflection on the various models shown in the windows. The color scheme of the walls and ceiling is carried out in old ivory and blue. Besides the aforementioned talking machines this store carries a fine library of Okeh, Emerson and Pathé records.

**Attends Milwaukee Convention**

Charles W. Neumeister, Western sales manager for the Okeh division of the General Phonograph Corp., has just returned from Milwaukee, where he went to attend a joint convention of Okeh and Sonora dealers, which was held under the auspices of the Yahr & Lange Drug Co., in that city. The convention was held at the Milwaukee Athletic Club, with Fred E. Yahr presiding as chairman. Mr. Neumeister said that the convention was one of the most successful of its kind ever held in Milwaukee. An elaborate program was given after the banquet, during which Mr. Neumeister told how Okeh records are made and explained the mysteries of master and mother records.

**Visited New York**

John McKenna, manager of the Chicago branch of the Columbia Graphophone Co., has returned from a short visit to the executive offices of the Columbia Co. in New York.

**Moves Offices**

The Templar Mfg. Co. has just moved to a new location at 3225 Lexington street, where the main sales office and assembling department

are now under the same roof. Heretofore these two departments have been separated, but it was found that the work could be more efficiently handled by having them together.

About two months ago some radical improvements were made on the Templar automatic stop and the company now feels that it is offering to the trade something extremely simple and efficient, to say the least. A new model which will be ready for delivery about the middle of February has just been perfected.

The business of the company has grown remarkably in the last six months and the salesmen have opened many new accounts and gained considerable new friends. A new inspection department has been installed recently, where every part is carefully tested before and after assembly, as it is the aim of the company to

**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  
1530 CANDLER BLDG.  
ATLANTA, GA.

**Edison Diamond Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

**A TRIAL CONVINCES**

Our Service Covers the Country

**William H. Lyons**  
Formerly Jas. J. Lyons  
17 W. Lake St. Chicago



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

have every stop reach the customer in perfect condition.

The manufacturing and sales of this company since its founding have been in the hands of A. J. and R. R. Foute, but recently another brother, George, became associated with the concern and is now handling much of the detail work of the concern.

**In New Headquarters**

A. C. Hoffer, of the A. C. Hoffer Music Co., Vincennes, Ind., was a recent visitor to the Chicago trade and while here gave out the news that his store had been moved from 118 Main street to 429 Main street, across from the new Pantheon Theatre. The Hoffer Music Co. is said to be carrying one of the largest lines of musical instruments in that part of the State. The new store was formerly occupied by L. E. Wanke Music Co., which has ceased to operate. The Hoffer Music Co. is strictly a Vincennes concern, in which a number of local business and professional men are interested. When the new store was taken over numerous improvements and alterations were made in addition to repainting and redecorating the interior and installing six new demonstration booths.

**Symphony Music Co. Expands**

C. B. Cordner, head of that energetic wholesale and retail music house, the Symphony Music Co., located at Sheridan and Wilson avenues, the "uptown" of Chicago, has plans in mind for the swift expansion of his wholesale branch. He announces that Thos. G. Leddy, for five years with the Commonwealth Edison Co., in charge of one of its retail stores, has been secured as manager of the retail department of this company. This appointment will give Mr. Cordner much more time for the jobbing activities of the concern.

A. E. Nelson will continue in active charge of wholesale sales and during the next few months will direct most of his attention to cultivating the States of Illinois and Wisconsin. The

Symphony Music Co. has advanced with rapid strides in the jobbing field since it entered it a short time ago. Its small talking machine in particular has attracted wide attention in the trade. It has been found necessary to add two road men to the wholesale force for the purpose of covering the territory adjacent to Chi-



Thos. G. Leddy

cago. Activities in the wholesale end of the business during the month of February will be concentrated on the Geer repeater and the Efficiency electric motor.

**Fuhri Visits Chicago**

W. C. Fuhri, general sales manager for the Okeh division of the General Phonograph Corp., spent three days in Chicago recently visiting the Okeh trade. Mr. Fuhri stated that he was well pleased with the business Chicago's Okeh jobbers and dealers were doing, and predicted that ere long Chicago's Okeh family would grow to

be one of the biggest factors in the Western trade. "Our dealers are fast taking advantage of the progress Okeh is making," said Mr. Fuhri, "and down at our plant we are doing everything humanly possible to make Okeh records absolutely faultless." After his visit to the trade here, Mr. Fuhri boarded a train for St. Louis and points West. From there he goes to Kansas City, thence southward to Texas, Atlanta and finally, after about one month, he will travel up the Eastern States to Okeh's home office.

**New Fibre Needle Envelope**

The Hall Mfg. Co. has just changed the design and coloring scheme of the small envelopes in which it packed its needles for the retail trade. The new envelopes are printed in four colors, something on the order of the display literature which it put out to the trade some time ago. This same color scheme is carried out in a new display carton which it is also about to send to the trade. This carton is to be used by the dealer for counter purposes and when set up it makes a very attractive layout.

**Dream Pictures at Lyon & Healy's**

During the past week or so visitors to Lyon & Healy's recital hall have been given a treat by means of Branson De Cou's Dream Pictures, described as "a musical visualization of nature's moods." The pictures are in reality photographic slides which were made from views taken by Mr. De Cou in his travels. The pictures were transferred to stereopticon slides, beautifully colored by some of the country's foremost landscape painters. A picture is thrown upon the screen and simultaneously music is started either by a Victrola or a Duo-Art reproducing piano, as the case may be. The picture is allowed to remain on the screen for a certain length of time, and then, by means of a dissolving apparatus, slowly fades out, while another scene takes its place. For example, when a Victrola rendition of "From the Land of the Sky Blue Water,"

(Continued on page 116)



**MODEL 600**  
35" Height  
40" Width  
22" Depth



Manufacturers of  
**HIGH-GRADE PHONOGRAPHS**  
Priced to Sell

**OUR JOBBERS FACTORY PLAN**  
QUALITY      VALUE      SERVICE

*We operate a plan that makes*  
**OUR PLANT—YOUR FACTORY**  
NO INVESTMENT    NO HANDLING    QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal  
on Simply Policy of *Just a Square Deal*

**WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES**

Sales Office  
**123 WEST MADISON STREET**  
Chicago, Ill.

Factory and General Office  
**126 WEST 3rd STREET**  
Quincy, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

sung by Alma Gluck, is given a series of finely colored pictures of the lake of the Sky Blue Water (Lake Tahoe) is shown. Each bit of music has its own particular series of slides and the combination is offered for the use of intimate gatherings where such imaginative programs appeal. There is no lecture beyond a brief preliminary description of each number. There is perfect synchronization to the music and pictures. As Mr. De Cou says, he does not attempt definitely to illustrate program music, but rather to visualize its mood by the impressions called forth in the imagination.

**Local Gennett Publicity**

Spread in every nook and corner of Chicago, and especially on the busy elevated platforms, one sees on every hand posters ranging in size from one sheet to twenty-four sheets announcing the latest releases of Gennett records. The placing of these posters is done according to zones. All Gennett dealers in each zone come in for a share of the publicity. The posters are printed in the following manner. The numbers and names of the records are printed with their retail prices and immediately under the tabulated list are the words "Get Them at These Stores." Then comes another tabulated list giving the names and addresses of each Gennett dealer in that particular zone. This method of publicity has been in effect for some time now, and Gennett dealers in Chicago assert that this method of exploitation has great pulling power, and numerous sales of Starr phonographs and pianos are traceable directly to these record posters.

**The Penalty of Hustling**

A lot of people make haste by running around in circles and never getting anywhere. Still others "make haste slowly" and accomplish everything they tackle. The latter method is the one to which the Fricke "Twins," over at the Lakeside Supply Co., adhere. And that they accomplish lots of things is readily acknowledged by everyone in the Chicago trade. One of their greatest accomplishments has been to keep their customers satisfied, not only by giving them the goods they order, but by shipping the goods when the customer wants them. And to do that one must hustle to get the right kind of goods and, after this is done, to get them ready for shipment on time. Carrying on business according to this plan has been the keynote of both Bill and Gus Fricke, proprietors of the Lakeside Supply Co. They started out this way several years ago, and have been doing it ever

# W. W. KIMBALL CO.

*Distributors*

## Okeh Records

Earliest releases of "hits" in popular songs and dances; Standard and Classical; Opera numbers by singers internationally celebrated.

Our service in *Okeh* Records will mean rapid turnover and quick profit.

*Write for Agency Terms*

### W. W. KIMBALL CO.

*Established 1857*

306 So. Wabash Ave., Kimball Bldg. CHICAGO

*Manufacturers of Phonographs, Pianos, Player Pianos and Pipe Organs*

since. Once before they paid the penalty for doing business in this way, and now they must pay the penalty again. And, the penalty again is "Get out and look for larger quarters." The Fricke boys now find that after two years of business in their present location they are getting cramped for room and this necessitates their looking for larger quarters. Just where they are going on May 1 is not as yet definitely settled, but, we are assured of one thing, the new location must be in the Loop.

**New Boston Album**

The Boston Book Co., of this city, has just brought out a new album which has already met with the approval of a great number of the Chicago trade who have been fortunate enough to secure samples.

The new album is made along entirely new lines. Instead of a metal back it now has one of wood, which performs the function of giving

the album more rigidity and prevents the cover from becoming loose. This solid wood back also enables the new albums to be of loose-leaf construction. The purpose of the loose leaf is that if one of the envelopes becomes loose or torn it may be easily taken out, and a new one inserted in its place. Heretofore the envelopes or leaves were permanent affairs, but with this new loose-leaf arrangement they can easily be changed at will, so that an owner may have both ten-inch or twelve-inch envelopes, if he so desires, in the same album.

**A Victor Visitor**

Ralph L. Freeman, general manager of the Victor Talking Machine Co., Camden, N. J., was a recent visitor to Chicago, calling on the Victor trade here. During his short stay Mr. Freeman was very busy, and as soon as possible left for Omaha for a short call, after which he will journey to the Pacific Coast.

**Clarence Campbell Calls**

Clarence Campbell, of the Knight-Campbell Co., Denver, Col., stopped in Chicago for a short call en route from an Eastern visit.

**Visits Victor**

W. P. Roach, assistant manager of the Victrola department of Lyon & Healy, is spending a week or so visiting the Victor factory. The purpose of his visit is to attend the Victor school of instruction.

**Printing Immense Catalog**

Barnhart Bros. & Spindler, who enjoy the reputation of being one of the biggest, if not the biggest, type foundries in the country, are getting up a catalog which, upon its completion in three to four months, will certainly create much comment throughout printing and advertising circles.

For over two years R. N. McArthur, manager of the advertising department, has been working on this immense volume of more than 600 pages. The dummy shows that the book will be large and handsome. The estimated cost of publishing is \$100,000. It will be of special interest to advertising men in the talking machine industry, all of whom are invited to apply for a copy when the announcement is made that it is finally off the press. An idea of what the catalog will be like may be gleaned from the single fact that every known type face will be displayed in it, as well as borders, decorative materials and other effective accessories to typography.

Mr. McArthur states that the talking machine



## 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, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

# Consolidated Talking Machine Co.

SUCCESSORS TO:  
Standard Talking Machine Co.  
Grand Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neill-James Co.  
Aresino Co.

Manufacturers of  
High Grade Talking Machines, Disc Records,  
Talking Machine Supplies, Etc.



TRADE MARK  
"CONSOLA"  
CABLE ADDRESS  
"CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL.  
Branch: 2957 Grand Ave., Detroit, Mich.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

specialties department showed an excellent condition during November and December and that the new year started strong. He further remarked that, even though his company has not pushed sales in this department for the past year, it has, nevertheless, enjoyed a fine business. Just as soon as this large catalog is disposed of it is the intention of Barnhart Bros. & Spindler, through Mr. McArthur, to direct a great deal of publicity to their talking machine department. In the course of a few months they feel they will be justified in launching a big drive for these products.

**WHAT BRUNSWICK CO. THINKS ABOUT 1922**

A. J. Kendrick, Sales Manager of Phonograph Division of Company, Shows How Success Lies in the Hands of the Dealers Themselves

The Brunswick-Balke-Collender Co., so far as its phonograph and record interests are concerned, regards the prospects of 1922 from quite an optimistic viewpoint.

Business is rapidly steadying down. Sensational skyrocketing ascensions, succeeded by marked and sudden declines, have given way to far healthier growths and developments.

We are advising conservatism, spiced with energetic effort—the kind of effort which seeks a market only to be found as a result of careful, steady and constructive activity.

For a new company we occupy the unique position of being closely related to all American markets. Our distributing system is countrywide and is a fixed part of this company's organization. In the five years since Brunswick phonographs were first introduced, followed three years later by Brunswick records, our approach to the United States market has been broadcast and in no sense sectional.

The same relative activity is pursued in each section of the country. In that experience we have found the human element in our organization the determining factor in result-finding.

By this same token the retail phonograph dealer can determine his commercial destiny for the forthcoming year.

There is seldom an economic problem in any field which cannot be successfully met, especially in this land where "resourcefulness" is a watchword.

We find the trade in a different position than in the early months of 1921, namely, now with insufficient stocks to meet even ordinary demands, whereas in the early months of 1921 merchants were carrying overloaded stocks, if not of phonographs, of other merchandise, and so were confronted with a house-cleaning problem of more than ordinary proportions. The liquidating process necessary to the reduction of these stocks took longer than has been true in many commercial periods. But now the



**Are You Buying Discounts?**

OR

**Are You Buying Value?**

*When You Buy Value Then Only Can You Sell Quality*

Hiawatha commands  
Instant Approval  
And Complete Satisfaction of  
Whoever looks or listens.  
And the greater value  
That is only found in  
Hiawatha Phonographs is  
Always productive of sales.

CABINET      FINISH      SUPREME

**HIAWATHA PHONOGRAPH CO.**

209 South State Street

Chicago, Ill.

house is clean, the stocks are fresh, the public is exhilarated by the holiday business of buying, the banker has again, in many localities, put the old "Welcome" mat, with the readable side up, on his door-step.

These clouds seem all cleared away; we are pushing our factories to capacity, are extending our sales plans to meet and obtain the results which will now surely be forthcoming in response to earnest and serious effort.

**SONORA SIGN AT BUSY CORNER**

Immense Sign Gives Sonora Valuable Publicity  
—Dominates Corner Where It Is Located

The Kansas City Sonora sign, at the southeast corner of Grand and Twelfth streets, Kansas City, Mo., is in one of the most effective locations that could be found in that city or its territory. It faces diagonally so that it can be seen by persons approaching this busy center from two directions, and, being on top of the two-story building, is seen against the sky, so that no eye can miss it.

Kansas City is the metropolis of that part of the West in which it lies. Therefore, this sign gives publicity to Sonora not only to the people of Kansas City but to large numbers of people from the far West, Southwest and other localities

who come to that city constantly on business or for pleasure.

This is only one sign of an endless chain of Sonora posters and billboards, stretching from



Sonora Sign in Kansas City

coast to coast and from the Gulf to Canada, repeating day and night the Sonora story.

A charter of incorporation was recently granted to the Mark Sales Co., 11 S. LaSalle street, Chicago, under the laws of Illinois, to manufacture and deal in talking machine supplies, with a capital of \$10,000. Incorporators are Harvey L. Happer, Albert L. Wilbur and Mark S. Porter.

**THE MANDEL TONE ARM AND REPRODUCER**

It's better because it's different. No loose joints. No unnecessary vibrations. No springs to make it lighter. No weights to make it heavier. The Mandel is correct down to the last little detail.

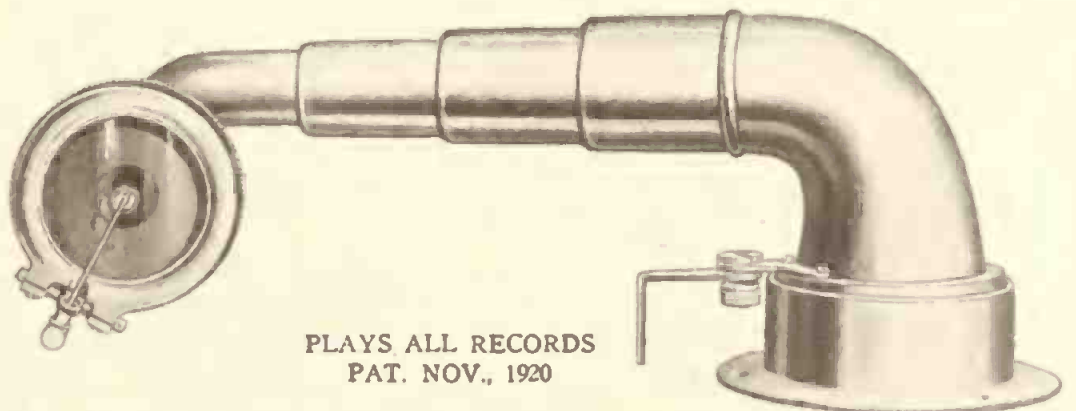
These highly efficient sound reproducing units are now available for phonograph manufacturers and assemblers.

A few hundred thousand Mandel tone arms and reproducers are now in use. That in itself is an eloquent testimonial.

We offer a tried product and a proven success.

*Write for sample and prices*

**MANDEL PHONO PARTS CO.**  
1329 W. LAKE ST.      CHICAGO, ILL.



PLAYS ALL RECORDS  
PAT. NOV., 1920



HALLET & DAVIS IN HARTFORD

Open Attractively Equipped Talking Machine and Piano Warerooms on Asylum Street—Will Feature Brunswick Phonographs and Records in Artistically Arranged Quarters

HARTFORD, CONN., February 9.—The Hallet & Davis Co., well known in New England as piano and talking machine merchants and who conduct a prosperous establishment in Boston, have recently acquired one of the most desirable locations in this city, where they have opened a very attractive talking machine store. This new store is located on Asylum street, in the heart of the retail business section, and two entire floors will be occupied, which have been equipped with the most modern fixtures, designed to harmonize with the general scheme of

decorations. Two large show windows have been specially constructed, which reflect the high-class character of the store. The second floor, according to present plans, is to be devoted to a spacious concert hall, where artists well known in the talking machine trade will be heard from time to time, a feature that has never been promoted to any extent in this city and one which will greatly interest patrons.

This beautiful new store will feature Brunswick phonographs and records exclusively, which will give this company one of the most up-to-date and most progressive representations in the East. Chester Abelowitz, of the New York Brunswick office, negotiated this important deal, and it is one more addition to the already large list of notable agencies opened by his efforts since becoming a member of the Brunswick organization.

ORDER 500 SHELTON ELECTRICS

International General Electric Places Order for Shipment to South America

The Shelton electric motor is growing steadily in popularity, not only in this country but in many foreign lands as well. W. Gentry Shelton, president of the Shelton Electric Co., New York City, recently received an order from the International General Electric Co. to ship 500 of these electric phonograph motors to South America. The shipment was made in record time and is expected to be the forerunner of big business south of the equator.

A little more persistence, a little more effort, and what seemed hopeless failure may turn to glorious success.

The Original Emerson Phonographs at a Big Cut in Price



EMERSON QUEEN ANNE MODEL No. 40

Price to Dealer, \$78.50  
Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.

HEIGHT 36" WIDTH 38" DEPTH 22"

Insert showing round, white ivory horn and 5 record filing boxes



EMERSON SHERATON MODEL No. 30

Price to Dealer, \$71.50  
Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.

HEIGHT 36" WIDTH 38" DEPTH 22"

EMERSON No. 17  
Price to Dealer, \$50.00



Height, 47" Width, 21" Depth, 21"

We Also Sell Cabinets Only. Write for Quantity Prices.

FIVE SALES TALKS

- 1. Unusually attractive prices.
- 2. Big profits to the Dealer.
- 3. Perfect Cabinet Work and Finish.
- 4. Exclusive Designs of Latest Type.
- 5. Unsurpassed Tone Quality.



HEIGHT, 51 1/2" WIDTH, 24" DEPTH, 25"

Player-Tone Talking Machine Co.

967 Liberty Avenue

Pittsburgh, Pa.

New York Representative

George Seiffert

929 Broadway, New York



# THE TWIN CITIES

*Records in Greater Demand Than Machines—Console Types Favored—Stocks Rather Low—Important Events of the Month*

MINNEAPOLIS and ST. PAUL, MINN., February 6. —Much interest is being shown in talking machines and the indications are that the dealers in them will not have a great deal to worry about, despite the fact that sales are not as numerous as they would like. Records are going like hot cross buns on Easter, but not so the machines. And yet there is a lively interest in machines, particularly the better grades, and the sales will appear later. Dealers are keenly interested in the new models and they doubtless reflect the sentiment of the purchasing public. In the meantime the demand for records continues very strong.

George A. Mairs, head of the Victor department of W. J. Dyer & Bro., states that the

dealers are keenly interested in the new console types of Victrolas and predicts that they will jump into public favor at once. Dealers generally appear to be satisfied with conditions and predict that they will be on an even keel by next Fall. It is necessary to fight for business, he says, but it is worth fighting for.

**Sommers & Co. Open Many New Accounts**  
New accounts are being opened by G. Sommers & Co. for Pathé phonographs and records. Old dealers are showing considerable activity and the call for supplies is much better than had been expected. Particular interest is being exhibited in records. Samuel Levinson is making the rounds of the trade in the Northwest and is expected to make an interesting report on his return to headquarters.

**Stone Piano Co.'s Vocalion Campaign**

The advertising campaign conducted by the Stone Piano Co., in behalf of the Vocalion phonographs and records, has produced excellent results, according to Manager Gerlick. He is more than proud of the record sales, which have increased several hundred per cent.

**Foster & Waldo Report Increasing Cheney Sales**

Foster & Waldo Co. is having splendid success with the Cheney phonographs, which constitute one of the four lines carried by this well-known house. The phonograph department still leads the piano department and will continue to do so for some time to come if the present conditions are any indication.

**Forty Billboards Feature Starr and Gennett**

Forty billboards in Minneapolis exploit the fame of the Starr phonographs and Gennett records. M. L. McGinnis & Co., who distribute both, state that the increase in business has been almost phenomenal. Fred Megson now devotes his entire time to the wholesale department and is one of the busiest men in the Twin Cities. Many of the old dealers who have conducted exclusive houses in the past have taken on the Gennett records, because of the public demand for them.

**Stocks With Victor Dealers Are Low**

Old Victor dealers are satisfied with conditions, says Eugene F. O'Neill, of the Beckwith-O'Neill Co. The stocks at present are lighter than they have been for some time and the dealers show a keen interest in filling up. At the same time, they are buying on a sounder basis than formerly and as a consequence they and the distributors are on a more satisfactory footing.

**Sewall D. Andrews Honored**

Sewall D. Andrews, of the Minneapolis Drug Co., which distributes Sonora phonographs and Okeh records all over the Northwest, has been elected president of the elite Minneapolis Club. But this is not interfering with his pushing Sonoras, which are very popular.

**J. J. Davin Visits Twin City Trade**

James J. Davin, secretary of the Reincke-Ellis Co., Chicago, has been visiting with the Twin City dealers for a few days. He tells The World that everything is working out satisfactorily. He is an optimist and believes that the man who works will win.

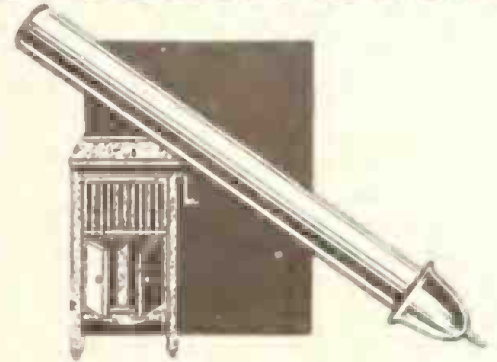
**OPENS HIS OWN REPAIR SHOP**

**John H. Becker Establishes Business of His Own in Milwaukee—A Veteran of the Trade**

John H. Becker, well-known talking machine and piano man of Milwaukee, Wis., and formerly connected with the Hoeffler Piano Co., has gone into business for himself at 1207 Chestnut street, that city, where he repairs talking machines and sells various makes of records.

Mr. Becker started in the talking machine business almost at the time of its inception with

## Tonofone



### NEEDLES

The only *Phonograph* needles made with *Flexible Point* and *Solid Brass Shank*.



Ordinary needle after playing one record. Point worn blunt. Will injure record.

They compel a true tonal response—make of the *Talking Machine* a real musical instrument, do away with constant

needle changing and surface noise, and perpetuate the life of records.

Other needles sold under various names have come and gone, but



Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

### TONOFONE NEEDLES

please the most discriminate and are here to stay.

Write for samples and reduced price list showing big increased profits to dealers.

*The Tonofone Company*  
Makers

110 S. Wabash Ave., Chicago, Ill.

Lawrence McGreel, and then went with the Hoeffler Co. He has a wide acquaintance among Victor dealers and among Victrola owners, and



J. H. Becker's Novel Business Card has the ability to capitalize that acquaintance through some clever publicity, his business card being reproduced herewith.

There's one bigger fool than the man "who knows it all"—that's the man who argues with him.

## Have you the JONES MOTROLA GEER REPEATER RECORDOLA CIROLA OUTING

all of which are attractive enough to bring customers into your store—and pay you big profits.

Write for our 100-page encyclopedia containing illustrations and prices of

- Attachments for Edison, Victor and Columbia.
- Albums and Album Sets
- Bubble Books
- Cabinets
- Record Carrying Cases
- Corrugated Boards
- Moving Covers
- Dust Covers
- Dancing Toys
- Envelopes, Record Delivery Stock and Supplement
- Needles, Steel & Tungsten
- Fibre Needle Cutter
- Display Fixtures
- Record Lights
- Lubricants
- Motors
- Nameplates
- Phonographs
- Portables
- Piano and Duet Benches
- Player-Piano Cleaner
- Polishes
- Record Cleaners
- Tonearms & Sound Boxes
- Springs
- Strings

**The Cabinet and Accessories Co., Inc.**  
OTTO GOLDSMITH, Pres.  
145 East 34th St. New York





## FOUR NEW CONSOLE MODEL VICTROLAS ARE ANNOUNCED

Victrola 240, Listed at \$115; 260 at \$160; 280 at \$200, and 330 at \$350 to Supplement the Popular Victrola 300—Shipments to Begin From Factory at Early Date

The Victor Talking Machine Co. late last month made formal announcement of the fact that there are now in process of manufacture four new instruments to be added to the Victrola line and which will be ready for delivery to the trade in limited quantities within the next

couple of months. The four new models are of the console type and the designs follow along the lines of the design of Victrola 300, which proved so distinctly popular during the past year. The new instruments are most attractive in appearance and are offered at list prices that

## FRENCH NESTOR'S TIMELY ADVICE

Manager of Standard Talking Machine Co., Pittsburgh, Contributes Interesting Article to Rotary Club Magazine—Timely Suggestions

PITTSBURGH, PA., February 6.—There appeared in a recent issue of "Live Steam," the official publication of the Pittsburgh Rotary Club, the following article entitled "Service and Profits," written by French Nestor, manager of the Standard Talking Machine Co. of this city, Victor wholesaler, and one of the recognized leaders in the Victor wholesale industry.

"No man ever said more, nor in fewer words, than 'He profits most who serves best.' As a classic business and social proverb this simple sentence will stand, unequaled to the end of time. Profits and service are inseparably linked together. You cannot create one without creating the other, nor can you impair or destroy one without impairing or destroying the other. Society rewards a man richly for whatsoever he gives in a spirit of true service, but robs him in the end of whatsoever he withholds in a spirit of selfishness. Unless the service of a man, or a business, renders honest value or permanent good, society will find out and repay that man or business with distrust and dubious profits.

"In business we must actually benefit the people with whom we deal. In exchange for the money they pay us, we must serve them honestly and reliably with something they actually need or want. The commercial pedestal on which a man may elevate himself above his fellows will stand only if builded upon some form of helpfulness to those from whose shoulders he climbed upon it. The earth was not created and blessed with abundance for one man, or for little groups of men, but for the great family of mankind in its entirety. We prosper in proportion to our usefulness in supplying to that family some one or more of its myriad human needs, and our reward at the end will be found to reflect the kind and quantity of service rendered."

The stock of musical instruments of the Mt. Pleasant Music Co., Mt. Pleasant, O., has been purchased by the Sawkins Piano Co. The line will be given a strong representation.



Victrola No. 240

couple of months. The four new models are of the console type and the designs follow along the lines of the design of Victrola 300, which proved so distinctly popular during the past year. The new instruments are most attractive in appearance and are offered at list prices that



Victrola No. 260

The present popular model Victrola 300, together with numbers 280 and 330, may be had equipped with electric motor for \$65 additional. Victrolas 240, 260 and 280 may be had in mahogany or walnut; number 300 in mahogany, oak or walnut, and number 330 in mahogany.



Victrola No. 280

should provide for them an immediate and strong demand.

The coming of the new models has been heralded for some time past, but the actual announcement of their approaching readiness has been received with much enthusiasm by Victor wholesalers and retailers.

The new instruments are to be known as Victrola 240, listed at \$115, an attractive instrument measuring 34 $\frac{3}{4}$  inches high, 29 inches wide and 21 $\frac{1}{2}$  inches deep, fitted with nickel-plated parts,



Victrola No. 330

Following the advice of the Victor company the dealers are already advising their wholesalers of their requirements in the matter of the new models, and according to reports the estimates of the dealers have been liberal.

The new Victrolas represent actual additions to the Victrola line and do not serve to replace any existing models.

Let us be citizens first, and not merely bankers, lawyers, merchants and manufacturers.

# ACME-DIE

## CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago





## Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

# Enterprise Is What Will Count

**T**HERE'S a fascination about numbers, and here's a way to use them for the benefit of your cash register. Take the number only of a new record you wish to feature—for example, such as "66014." Get a local showcard writer to fix up this number in the exact style of an automobile license of your State—same colors, same lettering and all. Put one in your window, with no explanation, one near the front of your store, and one in each record booth. People seeing the license "66014" in your window will wonder what it is. When they see it the second time inside your store they'll wonder still more, and the third time they'll ask your salesman, "What does '66014' mean?" Then he comes back with "Oh, that's the greatest record hit you ever heard, 66014. The title is 'Ol' Carlina'." (Use popular numbers only.) At reasonable time intervals feature a different record number in the same way. You'll sell records and start people talking, because curiosity is a great moving force.

\* \* \*

**A** LEADING dealer of New York has had much success with a window display which takes the form of an entertainment program for the current week. A handsome, permanent frame encloses a changeable card, on which is lettered "Entertainment Program For This Week." Then follows a list of ten records, beginning with an overture or other appropriate number, then a soprano record, a violin selection, a baritone solo, an orchestra record, and so forth—varying the records so as to form a suitable program. The manager of the store says that many people come to the store without any definite record in mind, and they are given a suggestion by the list shown in his window. He chooses records of which he has an ample stock, and in this way is able to get rid of records which otherwise might remain on his shelves. After the sign is removed and a new one inserted the old sign is displayed on the counters inside the store and continues to create sales. The frame enclosing the sign includes electric lights, which are illuminated at night.

\* \* \*

**D**ON'T forget that the thing you are selling to the people is "music," and everything which helps to sell them the idea of music is helping your business as well. Many famous writers, poets and philosophers have expressed themselves on the subject of music in quotable phrases. Select a half dozen of these musical mottoes, have them lettered attractively by your local showcard writer and frame them. They may then be hung on the walls of your store, in the record booths, or occasionally displayed in your window. Any good bookstore can furnish you with a volume of musical quotations.

\* \* \*

**C**LIP out the manufacturer's advertisements of national character bearing on your talking machine or records. Mount them on sheets of black paper, and display them on your counters or in your record booths. Many of these ads are in colors, and all are extremely useful in helping to impress upon your customers the prestige of your line. Customers like to feel that the instrument or records they are buying are nationally known and accepted as leaders. These attractive and inexpensive counter-cards and hangers will strengthen your selling talk enormously.

\* \* \*

**E**VERY dealer has had trouble in cold weather on account of a coating of frost forming on his display windows, thus temporarily destroying their value. The cause of this is the unequal temperature on the opposite sides of the window, and it can be corrected by the right kind of ventilation. Warm air carries more water than cold air and when it comes in contact with the cold window-pane its water vapor deposits on the glass and immediately freezes. The remedy is to keep the temperature on both sides of the window approximately the same. If no ventilation was provided when your windows were built a successful solution is to bore a row of half-inch holes at the top of the window and another at the bottom. This will allow sufficient air to pass over the inner surface of the glass. A metal tube should be inserted in these holes to make them more sightly. There should also be a filter or fine wire cloth to prevent dust and dirt from blowing in off the street. In warm weather clogs may be placed in the tubes to keep out all dust.

**A** NEW ENGLAND dealer has been successful in selling talking machines to photographers for use in their studios. His sales argument is that most people come to the studio with an expression far from that which the photographer would prefer to appear on the photographic plate. But if the camera man puts on a record of a type suitable for the client and lets its strains be heard while the client is getting ready to have his picture taken the right expression is forthcoming and the photograph stands a much better chance of being successful. This plan, he claims, works equally as well for children as for older people.

\* \* \*

**T**HERE are many dealers who are taking advantage of the plan of keeping track of requests for records which are out of stock, then selling the record when it comes in. The plan is operated as follows: If a customer asks for a record which is not in stock he is given a printed card on which there is a space where he can insert the number of the record he wants, also its name, and his own name and address, and the date. On the same side of the card there are three spaces headed "Notice Sent," "Hold Until" and "Record Claimed." This card is kept on file. As soon as the record is in stock a notice is sent as follows: "Your record is here. We have just received a supply of Record No. \_\_\_\_\_. One of them is being reserved for you and will be held for three days." The date when this notice was sent is entered on the card in the file. When the record is claimed another check is made on the card and this completes the transaction. One retailer in New York City reports that its file of record requests never numbers less than a thousand, and these records are as good as sold. The filing system is handled by one young lady who devotes part of the quiet morning hours to this work.

\* \* \*

**I**N some modern talking machine booths a bench is built along the rear wall. When upholstered and covered with tapestry it makes a comfortable, attractive seat, which will hold three people without crowding, yet takes much less space than three chairs.

\* \* \*

**I**F your window has a dark background you can secure a very striking effect by adapting the principle illustrated by the dress shirt-front, which, being a gleaming white, stands out against its dark frame like the headlight of an engine. Get half a dozen pieces of white cardboard 14x20 inches in size. A border of gold and red will enrich these cards. In the center at the top of each card fasten the record you wish to display. Below it paint a red star outlined in gold, and at the bottom of the card show the title of the record. Half a dozen of these set in your window in a semi-circle, with no other wording or signs to distract attention, and no other white surfaces to compete with them, will give you a window that will stop the crowds and make them look.

\* \* \*

**S**UCCESSFUL selling comes from giving your customer a favorable impression, and often a very little thing will go a long way toward giving the impression you desire. A small article that counts a lot is a coat tree in one corner of each record booth. During Winter, when heavy wraps are worn, your store guests are likely to make short calls unless you can get them to remove coats and wraps, and your coat tree gives you an excellent excuse. Moreover, your patrons are impressed by your hospitality and your evident consideration for their comfort and convenience. And this attitude means that you will make regular customers out of all the new ones that drift in. Don't neglect the little things. They mark the difference between success and mediocrity.

\* \* \*

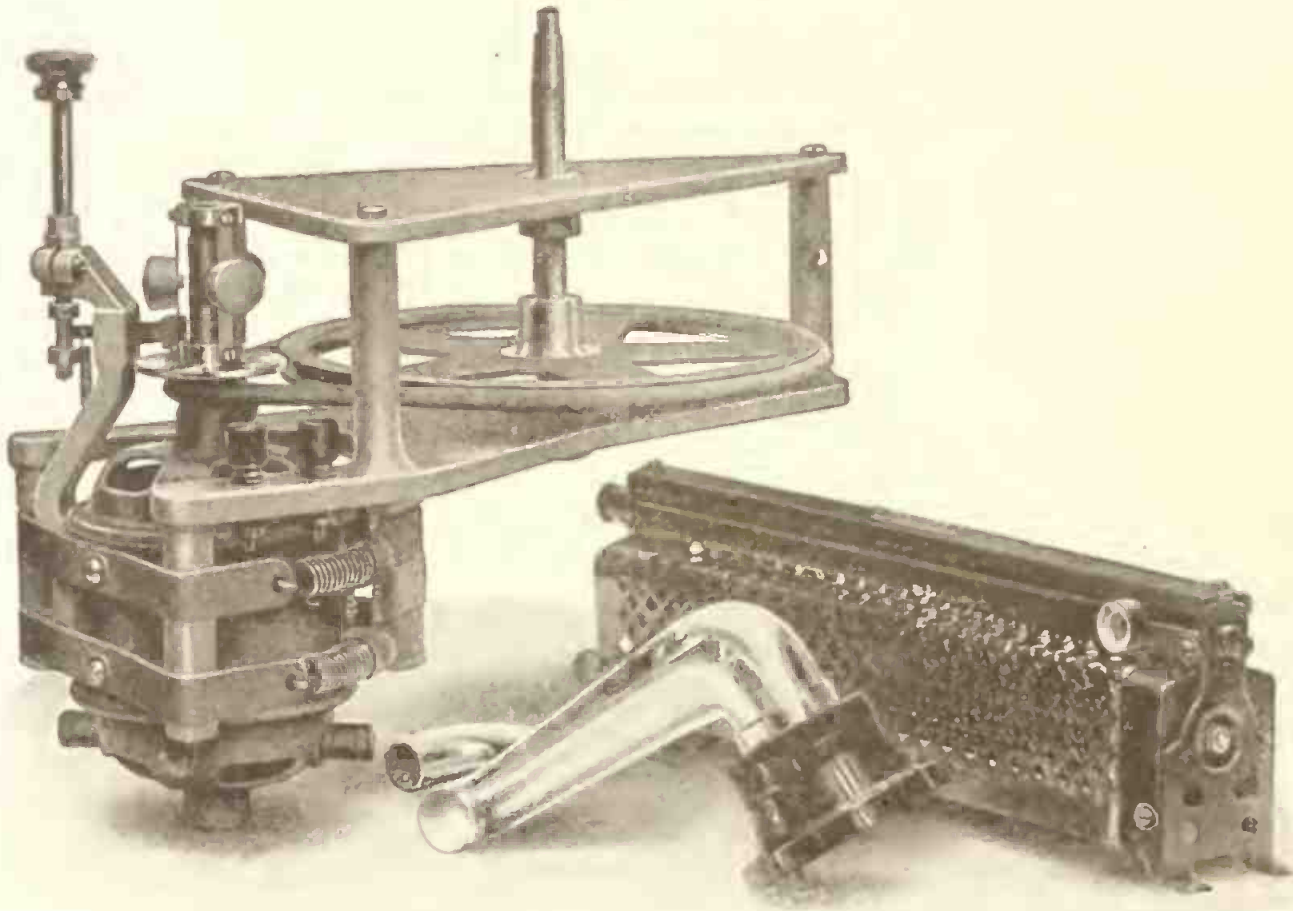
**F**OR Washington's Birthday, cover the floor of your window with white crepe paper. Upon a raised mount to one side of the window, place a small cherry tree and a little hatchet (these may be purchased at any souvenir store). At the opposite side of the window group several records on racks so that their labels show. Place a card under the cherry tree and hatchet bearing the words "Symbols of a Great Patriot." Place another card under the records bearing the words "Symbols of a Good Time." Decorate the back of your window with red, white and blue crepe paper, or any other type of patriotic material.

**EDITOR'S NOTE**—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.



# *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
s e a s o n



## **The Electromophone**

**Absolutely Silent**

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD

LONDON, E. C., ENGLAND



# HAPPENINGS IN THE DOMINION OF CANADA

## TORONTO TRADE OPPOSES THE REGISTRATION OF LIENS

Appear Before the Public Service Commission and Tell How Industry Would Be Affected—Proof That It Pays to Tie Up With High-class Concerts—Post-holiday Trade Has Been Favorable

TORONTO, CAN., February 7.—Representatives of companies selling pianos, talking machines and other products on lien notes, under the Conditional Sales Act, appeared recently before a special session of the Public Service Commission to protest against the suggestion, previously submitted to them at a meeting some time ago, that the Conditional Sales Act be changed to make it compulsory that all lien notes covering articles sold in this manner should be registered with County Court clerks. The Canadian Manufacturers' Association and its Ontario division were also represented and opposed such a change.

The Public Service Commission had previously suggested that all notes be registered in order than when a sheriff was instructed to seize certain goods he could ascertain before going to make the seizure whether or not there was a lien against them. It was also suggested that some legal process should be provided whereby a merchant who had ordered goods seized could have his claim satisfied by disposal of the debtor's equity in the goods under lien, despite the fact that the lien was undischarged. Such procedure, the commission had pointed out, would have to be subject to the full satisfaction of the claim of the seller of the goods covered by the lien.

For the purpose of determining what price and what class of records enjoy the most active demand, a dealer of your correspondent's acquaintance has established an effective card system. A rack above the cash register holds a series of cards in assorted colors. Each time a record sale is made a card—black for popular song records, yellow for dance records, green for band selections, red for the better class of records, such as operatic, oratorio and symphony, and so on—is placed in the till. The dealer is therefore in close touch with local record demand and can order accordingly from his jobber.

J. C. Pickard, Columbia dealer of Thamesville, Ont., has rented a store in the local Parks Block, where he is carrying a large-sized stock of Columbia Grafonolas and records.

A survey of the Canadian advertising field by Marketing, Toronto, shows that for 1922 30 per cent of advertisers will spend more, 60 per cent will spend the same and 10 per cent will spend less for advertising than they did in 1921.

Bruce Beattie, the well-known dealer who conducts three stores in various parts of this city, has changed the location of his Danforth avenue store slightly. He has moved into fine large premises a few doors farther east on the same side of the street, the address now being 575 and 577 Danforth avenue. The other two stores are in the Yonge street Arcade and at the Beach, respectively. His Master's Voice and Sonora lines are carried in the new store.

The Apex phonograph, to retail at \$100, is being announced by the Sun Record Co., of Toronto, Ontario distributors of Apex records.

The Flonzaley Quartet, the well-known His Master's Voice string organization, attracted a capacity audience to Massey Hall, this city, recently—an event worthy of special mention, because it serves to show how the cream of music will draw the public when it is offered at a price within the average person's reach. The event was an experiment on the part of the newly formed Toronto Chamber Music Society to bring chamber music of a high order to as large a number of citizens of Toronto as possible. So successful was the experiment that

no doubt other organizations of a similar character will be brought to the city more frequently in the future. Such concerts can have no other effect than creating more popular interest in the better-class music—a condition which will certainly benefit phonograph and record dealers.

One or two advertisers this year carried their Christmas copy past the holidays and attempted to take advantage of presents in the form of cash in the hands of the consumer. "I'm going to buy a Brunswick with my Christmas check" was the heading of one advertisement put out by the Musical Merchandise Sales Co., Canadian distributor of the Brunswick.

The Columbia Graphophone Co. has increased the price of Blue Label twelve-inch records from \$1.25 to \$1.50 and twelve-inch Symphony from \$1.50 to \$1.65. Model X Grafonola in mahogany only has been increased in price from \$95 to \$97.50.

Proof of the wide recognition attained by Vocalion records, for which the Scythes Vocalion Co., Ltd., is Canadian distributor, is seen in the inquiry for Vocalion records this firm has

received from "Heaven." Readers must not be misled, however. "Heaven" does not refer to "that land beyond the sun" we read about in Scripture, but to a gentleman by that name who has become fascinated with the delightful tonal qualities of Vocalion records as a whole.

Hector Garand, manager of the Columbia Gramophone Co.'s branch at Montreal, who visited the local headquarters recently, is planning for an active business year.

C. J. Pott, Canadian manager of the General Phonograph Corp., has returned from spending several days in New York in conference with the firm's president, Otto Heineman, Mr. Ribolla, of the Chicago district, and Eastern sales managers of the General Phonograph Corp. The spirit of optimism prevailed and reports from every district were most gratifying. The outlook for business in the future was considered bright, and it was the general opinion that 1922 would produce a good volume of sound business.

Aldermanic candidates for the City of Toronto Boys' Council included two representatives from the firm of I. Montagnes & Co., the well-known Sonora distributors. The young son of Mr. Pickering, of that firm, was elected, while Mr. Montagnes' son, who made an excellent run in the most difficult part of the city, was fourth in the running in his ward.

## MONTREAL REPORTS BIG POST-HOLIDAY RECORD TRADE

Sales of Records Remarkably Active in January—Advertising Through the Theatre Curtain—Many New Concerns Open—R. L. Chilvers Resigns From Berliner Co.—Live News of the Month

MONTREAL, CAN., February 6.—The large number of new converts to the use of the talking machine through sales made during the holiday season had its effect on the sales of records, which were particularly active during the month of January. The plan of one aggressive dealer in particular, already made mention of in these columns, had a stimulating effect on the sale of not only records but talking machines as well. He suggested newspaper publicity which would advocate the spending by the public of Christmas gift money in an investment of a phonograph. It had telling results to the trade in general.

The severance of his connection with Berliner Gramophone Co., Ltd., Montreal, is announced by R. L. Chilvers, since 1910 general sales manager for that firm, and who latterly acted as recording manager.

The firm of Carrette & Lesieur, one of Quebec's most progressive music houses, have recently added the Brunswick agency to their line and reports a most satisfactory volume of business since assuming the representation.

A very beautiful and unusual theatre curtain has attracted much attention at the Auditorium Theatre, Quebec City. The Lee, Lash Studios are responsible for the ingenious idea, depicting an attractive home interior, with a Brunswick phonograph much in evidence. Through a large French window you look out on a well-laid-out residential street, on one corner of which is shown a billboard advertising Brun-

wick phonograph dealers in Quebec City—Marceau & Fils, Lavigne & Hutchison and Carrette & Lesieur. These firms report this curtain has a real business-pulling power and sales have been traced directly to this unusual form of advertising.

George S. Layton, manager of the phonograph department of Layton Bros., the well-known music house of Montreal, called on a number of his Toronto friends in the trade on the occasion of a honeymoon visit to the Queen City.

The Starr Phonograph Co., according to reports of Manager Beaudry is enjoying a period of prosperity and a healthy tone to business exists at this branch. Manager Beaudry is most optimistic as to the future. The past month's volume of sales in Starr phonographs and Starr-Gennett records has been most gratifying.

Mr. and Mrs. P. E. Layton have left on a two months' pleasure trip to Bermuda.

George O'Reilly, for ten years manager of the St. Catherine street branch of C. W. Lindsay, Ltd., passed away recently after a two days' illness of pneumonia. He has been succeeded by Mr. Trudeau, who has been in charge of the Three Rivers branch.

Through Layton Bros. a Brunswick phonograph was recently sold to Prof. J. J. Goulet, a musician of local and national fame.

Lamoureux & Mercier, 568 St. Catherine street East, have opened phonograph parlors and are

(Continued on page 124)

## TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 78



## NEWS FROM DOMINION OF CANADA

(Continued from page 123)

handling Columbia Grafonolas and records, also Starr machines and Gennett records.

The handsome show window of C. W. Lindsay's, Ltd., West End store recently contained a display of Columbia Grafonola models and was the center of much interest, particularly the decorated Adam type, which attracted considerable attention.

The Berlin Phonograph Co., Ltd., was recently acquired by the Mount Royal Exchange, Decorated Adam type, which attracted considerable attention on St. Catherine street East.

B. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, was in this city recently, and we understand Brilliantone needles and Brunswick phonographs and records and other lines handled by this progressive firm have increased in favor considerably since his visit.

S. J. O'Donnell, Montreal manager of the Musical Merchandise Sales Co., is at present in the Maritime Provinces, opening up many new

accounts for Brunswick phonographs and records among prominent dealers.

Norman F. Rowell, since assuming the management of Goodwin's, Ltd., phonograph department, reports increased sales in Brunswick phonographs and His Master's Voice records.

Layton Bros. have taken on the representation of Brunswick records.

Madame Elly Ney, the noted pianist and exclusive Brunswick artist, gave to Montreal the past week one of the red-letter recitals of the present season. Brunswick dealers report most gratifying sales of her records.

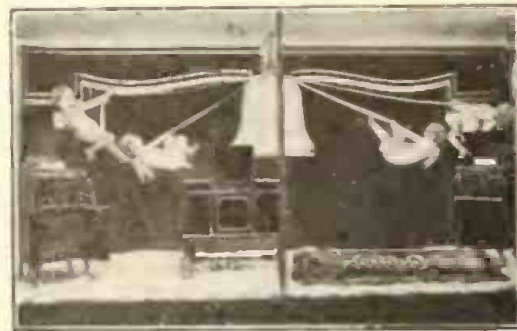
When Clara Butt, the world-famous contralto, arrives in Vancouver, B. C., next month on her farewell tour of the world, she is to be presented with a petition in which all inhabitants of Prince Edward Island will ask her to sing there.

Walter C. Kelly and John Steel, Victor artists, recently appeared at the Princess Theatre and sustained their reputation as high caliber artists.

New companies registering here during the past month include the Beaver Phonograph Co.

## SONORA DISPLAY AT VICTORIA, B. C.

The photograph below shows a novel window display prepared by Fletcher Bros.' music store at Victoria, B. C., Canada. The color scheme was blue and silver, the bell being entirely covered with silver and pulled by ropes of blue silk ribbon. The lighting was unusually effective, and the ap-



Fletcher Bros.' Attractive Window

pearance of the window excited widespread comment, besides being the means of making many sales and new customers for the Fletcher Bros.' store. The large Sonora trade-mark shown against a background of imitation snow gives unusual unity and strength to this display.

## NEWS HAPPENINGS IN WINNIPEG

Lectures on Musical Appreciation by Misses Skilling and McKee—Apex Records at Potters—Howe Publicity—Fowlers' Big Trade

WINNIPEG, MAN., February 6.—The phonograph department of Potters, Ltd., has acquired the distribution of Apex records. R. B. Knox has assumed charge of this department.

Commencing very shortly and continuing for six Monday evenings, a series of lectures on musical appreciation is to be given by Miss Mae E. Skilling and Miss Ethel McKee, both of the educational department of the Columbia Graphophone Co., in the small recital hall of the Toronto Conservatory of Music. The lectures will be illustrated by records from the Columbia educational series, especially recorded for such purposes. Both Miss Skilling and Miss McKee are to be congratulated for having undertaken such splendid work, which will have the effect of stimulating more public interest in music and musical appreciation generally.

A page advertisement appeared recently in the Morning Albertan by W. M. Howe, proprietor of Willis and Knabe Warerooms in Calgary. The growth of Mr. Howe's business is shown by the fact that ten years ago he occupied very modest premises in the Hope Block comprising about 700 square feet, whereas to-day the store gives 10,000 square feet for display, demonstration and storage purposes. The Columbia line is featured.

The Fowler Piano Co., of this city, has just completed a successful Brunswick week. Tastefully decorated window, store displays, and messages being sent direct to the homes through the medium of circulars helped to make the Brunswick more popular than ever in Winnipeg.

The dealer who believes that small "hooker" advertisements do not pay should take a leaf out of the Winnipeg Brunswick Shop's notebook. Recently this progressive store ran a small ad alongside of the regular Brunswick issues and featured a special model, style 212, retailing at \$270. In one day the entire stock of this particular model was exhausted and many more could have been sold if they could have been secured.

## MARSH &amp; LEVE QUIT PARTNERSHIP

DENVER, COL., February 7.—Marsh & Leve, exclusive Victor dealers at 1547 Larimer street, this city, have dissolved partnership. Mr. Marsh has taken over the Sonora Shop, at 1527 Welton street, and Mr. Leve will retain the present establishment. Mr. Marsh retains the agency for Victor products and, therefore, Mr. Leve is seeking the agency for some other well-known line.

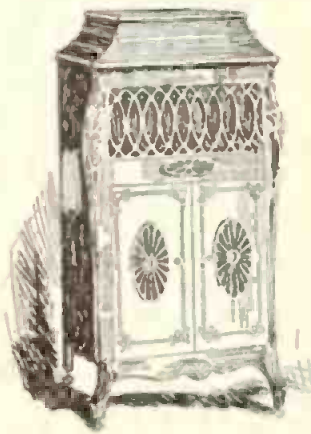


## Genuine Mahogany Always in Good Taste

**N**INETY percent of the pianos built in this country today are made of Genuine Mahogany. When one considers the number of pianos produced every year, this in itself is no small tribute to the beauty and elegance of this desirable wood.

These same characteristics have made Genuine Mahogany the favored wood for phonographs. The high polish it takes, the charm of color and grain, the good taste and refinement it represents, all contribute to make Mahogany increasingly popular.

The stylish beauty of Genuine Mahogany is as welcome in the drawing room as in the parlor of the fourth floor apartment. Whether the ultra-fashionable period cabinet, or the modest model made to stand on the table, it will retain its good looks longer if it's built of Genuine Mahogany.

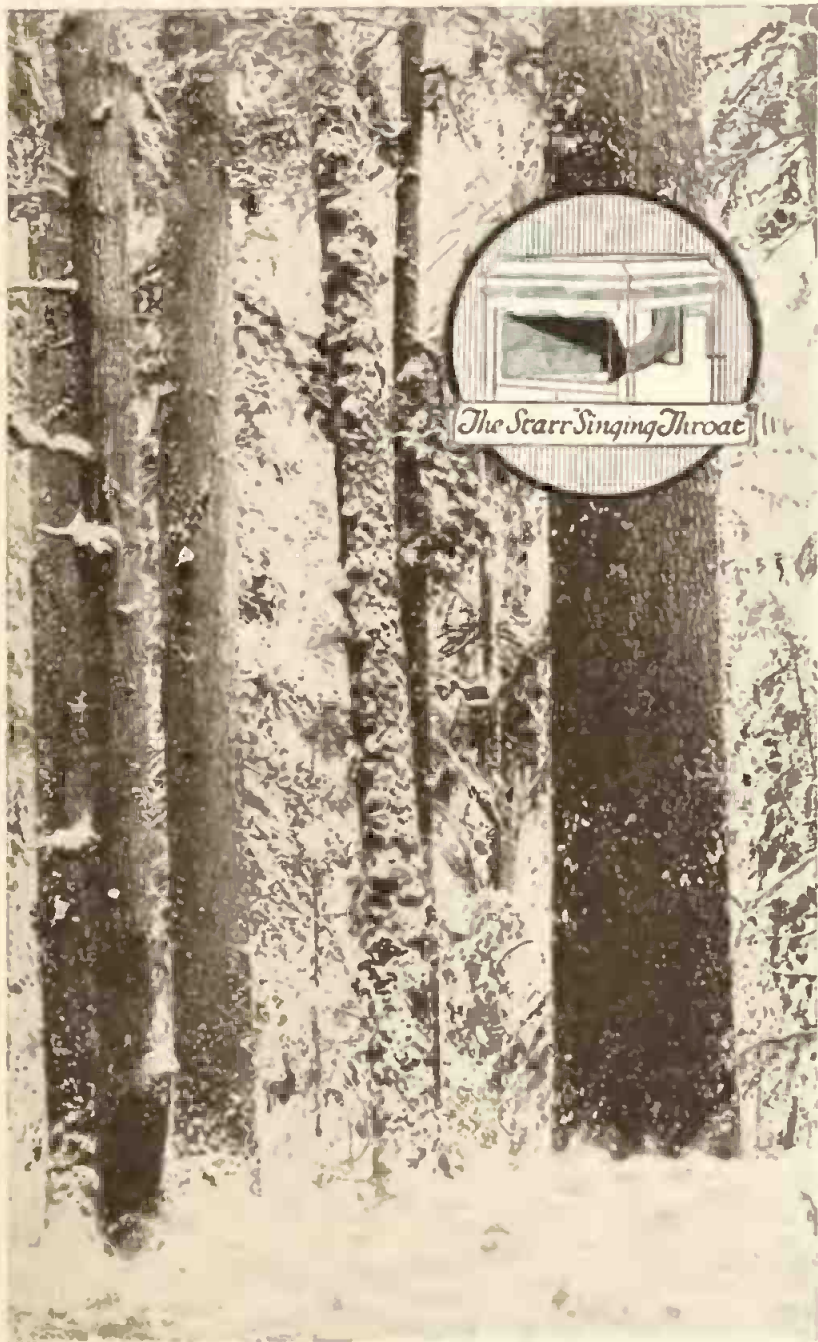


*After all — there's nothing like*

# MAHOGANY

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK





*Silver Grain Spruce, "The Music Wood of Centuries"*

# STARR PHONOGRAPHS

*"The Difference Is in the Tone"*

Silver Grain Spruce, "the music wood of centuries," forms the path for perfect tone reproductions through the "Singing Throat" of the Starr Phonograph. Yet this is not the only feature. Starr genius has perfected the Starr Phonograph in many other ways and there is an embodiment of all that is useful and convenient.

You will be interested in the new Starr Style XVIII, a beautiful instrument of exceptional merit replete with the refinements and possessing that quality which has made Starr-Made Instruments famous for half a century. Send for catalog of this and other Starr Styles.



**STYLE XVIII**  
Oak, Walnut or Mahogany

Height 32 inches; width 42 inches; depth 24 inches; adjustable tone-arm for playing all disc records; high grade, silent, Starr-made motor; twelve-inch turn-table; speed control; automatic motor stop; tone regulator; nickel-plated hardware; one package steel needles; Starr improved filing system.

## THE STARR PIANO COMPANY

*Established 1872*

RICHMOND, INDIANA



# PORTLAND, ORE.

*Trade Optimism Grows—Earnest Workers Are Getting Results—  
Tying Up With Great Artists Pays—Happenings of the Month*

PORTLAND, ORE., February 4.—The first month of the new year has been encouraging to all dealers in this section of the country and, in most cases, January, 1922, has shown a gain over the same month in 1921.

All dealers have been doing a great deal of newspaper advertising, setting forth the delights of owning a talking machine. The reduction in the price of records has also been pointed out very forcibly and all reports are that the record business has been greatly stimulated.

Art W. Stein, new manager of the Victrola department of Sherman, Clay & Co., believes that, with the Portland public greeting the many artists that have appeared in concert so far this season with capacity houses, the Red Seal business, which already has shown a big increase in sales, will go ahead by leaps and bounds. After the appearance of Schumann-Heink and Jascha Heifetz in concert the demand for their records took a big jump. For the joint appearance of Alma Gluck and Zimbalist at the Municipal Auditorium, which has a capacity of 5,000, the house was sold out a week before the concert and 500 chairs put on the stage, as was the case with Schumann-Heink.

The Wiley B. Allen Co., which has been located at the corner of Broadway and Morrison streets for the past fifteen years, has been forced to vacate and has taken a four-year lease on property at 148 Fifth street, and is preparing to move into the new store about February 15. Frank M. Case, manager, says, "The new store, which includes about 5,000 feet of space on the ground and mezzanine floors, will be fitted up

in an elaborate fashion for the needs of the music house. On either side of the main store-room will be built cabinets for the filing of talking machine records, following the style of large Eastern houses. The main floor also will be used for talking machines and there will be departments for pianos and player rolls."

Frank Anrys, general manager of the Wiley B. Allen Co., and James J. Black, treasurer, from the San Francisco house, were in Portland conferring with Mr. Case.

Paul B. Norris, for years the popular manager of the talking machine department of the Wiley B. Allen Co., has been transferred to the piano department and will travel for the firm. C. L. Neilson has been made manager of the talking machine department.

R. C. Stevenenin, of the talking machine department of the Wiley B. Allen Co., and Miss Josephine Reynolds were married January 11. The honeymoon was spent at the famous Columbia Gorge Hotel, on the Columbia highway.

J. C. Gallagher, manager of the Bush & Lane Co., reports January sales of Victrolas and Bush & Lane phonographs in advance of last year and anticipates an active Spring business in both machines and records.

Deborah Jefferson, for several years manager of the record department of the Bush & Lane Co., has resigned her position and married Henry Hendrickson. Madeline Larson, former assistant, has been placed in charge.

D. C. Peyton, manager of the "Big Four" phonograph department of the Meier & Frank Co., reports sales for January, 1922, far in ad-

vance of last year's sales, with a marked improvement in the Edison sales, which, he reports, were better in December and January than at any time for two years. Mr. Peyton also reports a big record business.

Horace M. Hull, Western representative of the Aeolian Co., with headquarters in San Francisco, was a Portland visitor during the past month and called on D. C. Peyton, manager of the Meier & Frank phonograph department, who is handling the Vocalion phonograph exclusively in Portland.

A. C. Ireton, general manager of Thomas A. Edison, Inc., was a recent Portland visitor, calling on the Hyatt Talking Machine Co. and the Reed-French Co., two of Portland's active Edison dealers. M. C. Collins, manager of the Reed-French Edison department, reports business holding up in spite of the cold weather.

The exclusive agency for the Cheney has been secured by Joe Andree, of Astoria, Ore., who has this month opened up an attractive new music shop on Commercial street. The Andree Music Shop is anticipating a big business in the new field.

Wm. E. Smith, the new Oregon manager of the Columbia Co., reports excellent business throughout the district and, upon returning from a trip through the Willamette Valley, was most enthusiastic over the outlook for the coming year. More activity is being shown among the farmers and the dealers are all placing larger orders than for some time. Mr. Smith has recently placed several new Columbia agencies, among them the Couch Pharmacy, of Grants Pass, Ore., which will be exclusive Columbia dealers.

Paul Kuhl, manager of the Grafonola department of the Remick Song Shop, is feeling the effects of the reduced price in records and reports a decided improvement in sales.

L. D. Heater, jobber in phonograph accessories, who returned from a recent trip throughout Oregon and Washington, reports excellent business.

Unable to get enough Sonora machines to supply the increasing demand is the report of Roy Feldenheimer, owner and manager of the phonograph department of Lipman, Wolfe & Co. Mr. Princehouse, sales manager, says, "Four Sonora baby grands sold in one day is a sample of what is going on in this department."

Jack Hoeg has been placed in charge of the Columbia Grafonola and record department of the McDougall-Conn Music Co., to take the place of Carl H. Williams, who resigned his position with the firm.

The many Portland friends of Wm. H. Lawton, Northwest representative of the Columbia Grafonola Co., are extending him congratulations on the announcement of his marriage to Mrs. Lou Kirkendall, of the McCormick Music House, of this city.

Art W. Stein, former salesman in the piano department of Sherman, Clay & Co., has been transferred to the Victrola department to take the place of F. D. Addis, manager for several years, who has gone to Salem, Ore., to take a position with Stife & Co.

## NEW ZEALAND OPPORTUNITY

New Zealand Business House Desires Connections With American Manufacturers of Talking Machine Motors and Accessories

WASHINGTON, D. C., February 7.—A request from a concern in New Zealand has been received by the Bureau of Foreign and Domestic Commerce that it be placed in communication with United States manufacturers of motors, reproducers, metal fittings, etc., for talking machines. References will be given and payment will be made through New York and New Zealand banks. Further details can be obtained from the Bureau or any of its district offices upon application by mentioning inquiry No. 325.

A talking machine store has been opened at 1221 Lexington avenue, New York City, by Walter Bahr.

## The Greatest Step in Tone Reproduction

The first successful commercial use of wood as a diaphragm for the phonograph reproducer

Tonal purity, resonance, individuality, are perfectly reflected by the ideal medium—violin spruce—scientifically adapted in the Violin Spruce Diaphragm.

Tonal purity is reproduced faithfully because violin spruce, unlike mica, has no tone of its own to interfere with the original. The wonderful resonance is attained through the natural cellular construction of violin spruce—each cell in itself forming a minute sounding-board. Tonal individuality is reproduced with remarkable faithfulness, each instrument and voice retain-

ing its distinctiveness in the highest degree.

Graduated with scientific exactness—like the top of a violin—the Violin Spruce Diaphragm reproduces the intensity of the shrillest tone without shattering the pure quality of the softest tone, without loss of vibrancy, and the full volume of big tones without sacrificing roundness.

The Violin Spruce Diaphragm is adaptable to any well made phonograph; interchangeable with any reproducer; unaffected by atmospheric conditions.

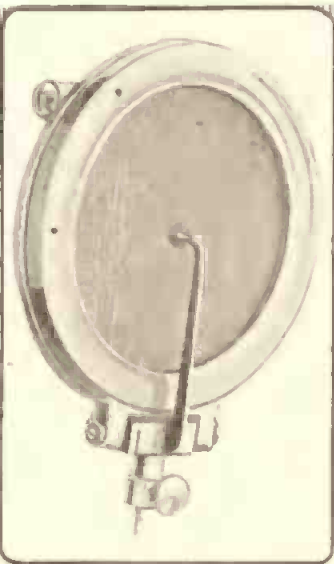
### PHONOGRAPH MANUFACTURERS

We are prepared to furnish tone arm complete with Violin Spruce Diaphragm

Retails at \$10.00. Sold through dealers and distributors. If your distributor cannot supply you, order direct.

THE DIAPHRAGM CO.  
CLEVELAND

# Violin Spruce Diaphragm





**SEEDS BUSINESS CHANGES HANDS**

Prominent Columbus, O., Business Conducted for Many Years by R. L. Seeds Is Taken Over by Newly Organized Corporation

COLUMBUS, O., February 7.—The Robert L. Seeds Co., recently incorporated for \$25,000, has taken over the business of Robert L. Seeds, for sixteen years in the talking machine and record business, now located at 303 South High street, this city. The new concern also takes over the Seeds talking machine department in the McAllister-Mohler store, 142 North High street. The company takes over the lease on part of the building at the southeast corner of High and State streets, with the intention of opening a salesroom there. Mrs. Robert L. Seeds, M. Kenneth Seeds, Shelby J. Edwards, Mrs. Russell L. Brenneman and Ian Stearns Seeds are directors of the company.

**INTRODUCE THE "BANNER" RECORD**

Plaza Music Co. Putting Out Record to Sell at Fifty Cents Under Above Title

The Plaza Music Co., well-known jobbers of sheet music and talking machine accessories, recently added to its catalog a new record which retails for 50 cents and is manufactured under the trade name "Banner Record." According to H. Germain, of the above company, since the initial release of these new records there has been a constantly increasing demand for the goods and both the trade and public seemingly are receiving these new issues with much favor. The demands for the "Banner Record" have been so healthy that it has been decided to increase production materially during the coming months.

The Hancock Music Co., of Pasadena, Cal., is planning to open a branch store in Eagle Rock, Cal. Victrolas, Victor records, pianos, etc., will be handled.



**Scottford Model I Reproducer on Victor and Columbia**

*Plays Only Hill-and-Dale Records, but Plays Them at Their Best*  
 Scottford Model I Reproducer 1-V for Victor—Sample Prepaid to Dealer \$3.85 Nickel; \$4.75 Gold—Retails \$6.00 and \$7.50  
 Scottford Model I Reproducer with 1-C Columbia Connection—Prepaid to Dealer, Nickel \$4.25; Gold \$5.50—Retails \$6.75 and \$8.75  
 Quantity Prices on Application



Superior Specialties for Phonographs  
**BARNHART BROTHERS & SPINDLER**  
 Monroe and Throop Streets CHICAGO

**KNICKERBOCKER CO. ENTERTAINS**

Dealers Hear March Releases and Interesting Talk by Abram Davega on Vital Topics

Upon the invitation of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, a representative number of Victor retailers in the metropolitan district gathered at the headquarters of the Knickerbocker Talking Machine Co. at 9.30 on Tuesday morning, February 7. The occasion was a record recital at which the March releases of Victor records were played. Abram Davega, president of the company, gave a very helpful and interesting talk on the efficient ordering of records and dwelt upon the exceptional sales possibilities of the various March releases. Mr. Davega also made a preliminary announcement of a new record display

stand for the show window which the Knickerbocker Talking Machine Co. plans to distribute throughout the trade. The outstanding feature of this new display stand is that the records may be subjected to heat while on display and yet so held that they will not warp. This is a very important contribution.

**J. A. MARSHALL'S NEW PLANS**

J. A. Marshall, formerly assistant dealer service manager, terminated his connections with the Columbia Graphophone Co. a short time ago. Mr. Marshall is now engaged in sales promotion and direct-by-mail work, and is connected with the Publishers Printing Co., New York. Mr. Marshall leaves many staunch friends behind, and he has their hearty wishes for his success in his new connections.

**THE PIONEER PORTABLE**

which converted Great Britain to the idea of "Music out-of-doors," and which now has immense sale all over the world.



11 1/2 inches square, 8 inches high. Weight 13 lbs. Ready to play immediately opened.

**Applications invited for Manufacturing in the United States under our license**

The Decca is the most popular portable phonograph in the World. Its success has been overwhelming. First manufactured early in 1914, it proved the very thing for Active Service. Nearly 100,000 Deccas were sold during the War. And today, despite the flood of "portables," the Decca is still supreme and the demand enormous.

The Decca owes its supremacy to its ingenious and fully patented construction. A concave aluminum "Dulciflex," fitted into the top portion of the Decca, not only deflects the sound with power, naturalness and clearness, but it houses every part except the driving mechanism. Everything fits perfectly and nothing has to be detached. There are no loose parts. Light, compact and strong, the Decca has before it a future even greater than its great past, for it is as musical as it is portable.

A five-year manufacturing arrangement with an eminent American Phonograph Corporation has now expired and we invite applications from Firms of first rate standing who desire to manufacture under license.

**THE DECCA**

**THE PORTABLE PHONOGRAPH**

Fully Protected by United States, British and World-wide Patents.

INVENTORS AND MANUFACTURERS:

**BARNETT, SAMUEL & SONS, Ltd.**  
 32-36 Worship St., London, England



**WABASH BLUES** *"You can't go wrong with any 'Feist' song"*

ASK TO HEAR IT

FEATURED BY  
LEADING —  
ORCHESTRAS  
EVERYWHERE

A SNAPPY BIT OF SYNCOPATION  
AS GOOD AS THE FAMOUS  
"WANG WANG BLUES"

### MAKING RECORDOLA SHIPMENTS

The Recordophone Co. Filling Many of Large Number of Orders Received—Lord & Taylor Recordola Display Attracts Attention

The Recordophone Co., manufacturer of the Recordola, a new home-recording device, reports that its production is being pushed to the utmost capacity, and with the additional equipment now installed deliveries are now being made in such quantities as to insure the taking care of all inquiries which the company receives. Orders for this ingenious device have been received from all parts of the world, and the officials of the company are very enthusiastic over the way dealers have received the Recordola as a sales possibility in the talking machine store.

Recently the Lord & Taylor Co. featured the instrument in very attractive advertisements in the New York papers, and also devoted an entire Fifth avenue window to a very effective home scene, showing the Recordola in use in

the home. Following the appearance of this publicity the warerooms of the store were visited by crowds of people, and in consequence many machines were sold.

This splendid publicity was the first given in Greater New York to the Recordola, and the results obtained more than verified the convictions of the officials of the Recordophone Co. that the instrument has an unlimited field for its market, and that it has a big future. One of the strongest features of this device is its simplicity and reliability. These are basic factors which the manufacturers believe will insure the Recordola being introduced into millions of homes.

### TAKES CHARGE IN HOLLISTER

J. R. Stillwell, of Chicago, has been made manager of the Lowery Music Store, at Hollister, Cal. A. R. Lowery, who had been managing the Hollister store, returned to the Watsonville branch.

### WORKING TO ORGANIZE CREDIT MEN

Strong Efforts Being Made to Bring All Local Retail Credit Men Into Association

Valentine J. Faeth, manager of the Union square store of Winterroth & Co., New York, piano and talking machine dealers, is a member of the publicity committee of the Associated Retail Credit Men of New York, which organization is at the present time making earnest efforts to bring into its ranks all retail credit men in New York, including those in the music trade field, and particularly those having to do with instalment accounts.

It has been proven that close co-operation between retail credit men not only proves beneficial to the individual, but serves to decrease materially the operations of persistent frauds. The frank interchange of information between credit men has done much to check swindlers and make their practices widely known, thus saving many houses from serious losses.

## AT YOUR SERVICE!

THE BAY STATE MUSIC CORPORATION is pleased to announce that it has been appointed successor to the E. B. Shiddell Company for distribution in the New England Territory of the famous

# Okeh Records

*The Record of Quality*

Beginning at once we are prepared to give our dealers the best of service and co-operation. We are equipped with a full line of OKEH RECORDS, including the latest releases.

WRITE FOR DEALER PROPOSITION

## BAY STATE MUSIC CORPORATION

142 Berkeley Street

Boston, Mass.



# GLEANINGS *from the* WORLD *of* MUSIC

## MORE INTEREST SHOWN IN SELLING OF SHEET MUSIC

Large Percentage of Talking Machine Dealers, Particularly in Metropolitan District, Now Carrying Line of Popular Sheet Music and Finding It Profitable

During the past year there has been a concerted drive by sheet music distributors, particularly the jobbers of New York, to install popular sheet music departments in strictly talking machine stores. Generally these installations are simplified by the use of racks that set on or hang flush against the wall, thus occupying little space.

From the standpoint of accomplishing their aims the New York distributors have achieved unusual results, as a very high percentage of talking machine dealers in the metropolitan district are now serving their trade with the big successes in the sheet music line as well as in records. The present wholesale and retail prices of such goods are attractive, and as the demand is quite substantial and seemingly has not lowered record sales of the same numbers, evidently there are no drawbacks to adding a sheet music line.

The plans of the jobbers to care for the requirements of talking machine stores have invariably been well arranged and have the support and co-operation of all the popular publishers who welcome this new and increased outlet for sales.

Speaking of the present retail prices of sheet music, which allow such a good margin for the retailer, it might be well, as a matter of information, to call attention to the fact that, despite unsettled conditions, the song and instrumental selections that are acknowledged successes are having almost as big a sale as was achieved by the average popular number in the days of 10-cent music. They do not reach quite so high a figure, but this can be traced to general business conditions as much as to increased prices. The publishers to-day, with the aid of the talking machine dealer, have as large a sales outlet—as many points of distribution—as in the height of success of 10-cent prints.

In the old days the legitimate music dealer paid little or no attention to any sheet music and sometimes absolutely refused to handle 10-cent

music, but to-day he is giving the publisher co-operation. This, then, with the talking machine dealers who have been induced to handle sheet music, gives the publisher increased distribution, and with business showing a revival, the improvement will, under more normal conditions, undoubtedly give the publisher larger sales than were ever heretofore possible.

All of this will tend in the end to be of distinct benefit to the record manufacturer and, of course, to his dealers, for the publisher will have as many sales outlets as he ever had, almost if not as many sales, and greater profits with which to exploit his works. In fact, the gamble has been taken away, his business is more stabilized and is of a more permanent character. All of this means a healthy condition, not only for the publisher but for the many organizations that are not in any way related to him.

## MUSIC IN LIBRARY OF CONGRESS

Music Division of Library Shows Substantial Growth During Last Fiscal Year

The annual report of Herbert Putnam, Librarian of Congress, just issued, shows substantial growth of the music division. The accessions for the year ending June 30, 1921, were 34,814, including 32,191 on music, 1,856 on literature of music and 767 on instruction. On June 30 the music division contained 919,041 volumes, pamphlets and pieces, of which 856,688 were music.

Among notable accessions to the music division during the last year was a fine collection of original manuscripts by American composers.

Many other gifts of original autographed choruses of Richard Wagner's "Gastmahl der Apostel" and four autographed songs by Franz Schubert, composed in 1816, "Frühling," "Auf den Tod einer Nachtigall," "Die Knabenzeit," and "Winterlied."

## THE PASSING OF JAZZ MUSIC

Survey of Present Catalogs of Music Publishers Indicates That There Is Very Little So-called Jazz Offered—Blame Placed on Some Orchestras for the Weird Musical Effects Secured

As was noted before in these columns, there is much ado about the present jazz craze in America and, naturally, music, particularly of the jazz variety, comes in for its share of condemnation. In looking over the current catalogs of the publishers, however, we find only comparatively few real jazz numbers. We find, however, more good ballads and waltz numbers than in some seasons past and the typical love song, which can hardly be termed jazz, is not lacking. We also find a tendency, at the present time, to issue Hawaiian numbers. This latter is so true that at the present moment there is hardly a catalog that has not at least one or two such numbers, and these cannot be termed jazz.

We also find that in arranging numbers many publishers are getting music-box effects, and these can hardly be called jazz for they are melodious—and real music.

All the above being true, which can be substantiated by a close analysis of current releases, it would seem that music is being charged with crimes of which it is not guilty.

We might say, however, that one of the reasons why the average popular song, particularly in its dance form, is described as jazz is the fault of the present-day orchestras, which on too numerous occasions add their own original arrangements and effects to the orchestra arrangements placed in their hands by the publishers. This is not to say that the orchestras are putting the jazz in music, but they often do put in their own special ideas—effects which the publisher more often than not would be glad to see left out. Sometimes these special arrangements chop up the melody and fail to carry out the theme in its original form. The publisher, of course, is interested in seeing the melody carried out and repeated because the reputation of the melody is what makes for popularity and sells the music.

TWO GENUINE IRVING BERLIN, Inc., HITS—GET THEM AT ONCE

# LONESOME HOURS

The Kind of a Song That Appeals to All

# THEY CALL IT DANCING

Another hit from the "Music Box Revue"

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK





# Somewhere in Naples

## The Latest Fox Trot Song Success

On All LEADING RECORDS and Rolls

VICTOR RECORD No. 18851

Played by All Star Trio and Their Orchestra

**Sam Fox Pub. Co.**  
CLEVELAND  NEW YORK

### "BLUSHING BRIDE" ON BROADWAY

New Musical Comedy Has in Score Several Numbers of Considerable Interest

There opened in New York early this month at the Astor Theatre a new musical comedy produced by the Shuberts, called "The Blushing Bride," which, according to newspaper reports,

will mark one of the season's big successes. "The Blushing Bride" has been built from and along the lines of the well-known farce "The Third Party," the book having been written by Cyrus Wood, who also is responsible for the lyrics. The music is by Sigmund Romberg and the show itself is scheduled for an early New York opening.

Cecil Lean and Cleo Mayfield are both starred

in the new piece, accompanied by a good supporting cast. It is said that Mr. Romberg's score has some of the most tuneful music he has ever produced. There are seven outstanding songs, "Mr. and Mrs. Rosy Posy," "Good-bye," "Bad Little Boy and Bad Little Girl," "Spring-time," "A Regular Girl" and "Love's Highway." The music of "The Blushing Bride" is published by M. Witmark & Sons.

### NEW RECORD AND ROLL DIRECTORY

Music Publishers' Protective Association Issues Valuable Directory and Data Concerning Record and Music Roll Companies

Under the direction of E. C. Mills, chairman of the board of directors of the Music Publishers' Protective Association, that organization has compiled and issued a complete directory of all talking machine record and player roll companies. Copies of the directory, which is issued in two forms, have been placed in the hands of all members of the Association. The directory proper is in leather binding, loose-leaf style, which allows the insertion of additional data from time to time. It contains the list of manufacturers and their addresses; the names of sales and recording managers; the addresses of recording laboratories, pressing and manufacturing plants, and the product or products as well as the trade names of the various companies.

In addition, there is issued in paper-bound form a booklet carrying the alphabetical lists of the companies and the minute data regarding their activities, which is valuable for ready reference. There also appears in the latter part of this paper-bound folio an index to brands whereby any given trade-marked product in either the player roll or record field can be immediately traced to the manufacturer.

### "THE BLUE KITTEN" ON BROADWAY

New Musical Production at Selwyn Theatre Full of Good Melodies

There recently opened at the Selwyn Theatre, New York City, a new Arthur Hammerstein production entitled "The Blue Kitten," in which Lillian Lorraine and Joseph Cawthorn appear in the leading roles.

"The Blue Kitten" is the work of Otto Harbach and W. C. Duncan, as respects the libretto, while Rudolph Friml composed the music, the whole being adapted from a French piece called "Le Chasseur de Chez Maxim's." The music, which is published by Harms, Inc., has at least two successes, "Cutie," a fox-trot, and "I've Found a Bud Among the Roses." In addition there are such numbers as: "Daddy," "Madeline" and "Smoke Rings."

### GEORGE M. COHAN ENTERS FIELD

It is understood that George M. Cohan, who in recent months has been very inactive in the producing field, has been writing some songs in his spare time. It is also understood that a large publishing house will shortly announce their release.

# IN MAYTIME

( I LEARNED TO LOVE )

JACK SNYDER



Pronounced by  
critics to be  
The MOST  
BEAUTIFUL  
WALTZ  
BALLAD  
EVER  
WRITTEN

BAND  
OR  
ORCHESTRA  
25¢

Published by THE HOUSE OF MASTER COMPOSITIONS  
**JACK SNYDER INC.**  
1658 BROADWAY, NEW YORK.





# Good-Bye Shanghai

## Oriental Fox-Trot-You Can't Get Away From It

**ASK TO HEAR IT!**

*"YOU CAN'T GO WRONG WITH ANY FEIST SONG"*

### "IN MAYTIME" PROVING A BIG HIT

New Waltz Ballad Being Featured by John Steel and Other Well-known Singers

"In Maytime (I Learned to Love You)," the waltz ballad published by Jack Snyder, Inc., was recently programmed by John Steel, the well-



Imposing Display of "In Maytime" at McCrory's in Baltimore

known tenor, during his Boston engagement in the Keith Theatre, that city. It is being placed in the repertory of a long list of other stars and indications of the last few weeks are that it will be one of the big successes the early part of the year.

The trade, too, is finding the popularity of this number on the increase and this seems to have justified many dealers in making special window displays of the song.

According to reports from Baltimore, Md., "In Maytime" is one of the outstanding successes of that territory, and the J. G. McCrory store, of that city, states that it is running first in point of sales. We herewith show a recent window display of "In Maytime" in the Baltimore store of that company. Sales since that time have even been greater than during the special showing.

### TWO NEW HARMS, INC., SONGS

Among the new numbers recently released by Harms, Inc., are "Tell Her With Kisses," a fox-trot ballad by Harry Rosenthal and Alex Sullivan, and "U. S. A. Blues" by Willie Caesar, Bud de Sylvia and George Gershwein.

### NEW FEIST PUBLICITY CAMPAIGN

Some Elaborate Advertising Planned for the Present Popular Catalog of That House—Some of the Current Feature Numbers

Leo Feist, Inc., recently completed plans to exploit its publications during the early part of this year. The Feist catalog, seemingly, was never in a more healthy condition and the sales report shows that all of the active numbers are making constant increases in the way of popularity. The company has changed the title of the song, "I Hold Her Hand and She Holds Mine," to "Ain't Nature Grand?", this being the catch line of the chorus and the number being called for repeatedly by that title. "I Hold Her Hand and She Holds Mine" will be continued as a subtitle. This is one of the most successful songs in the program of Van and Schenck in this season's Ziegfeld "Follies."

The new Oriental fox-trot, "Good-Bye, Shang-hai," written by Howard Johnston and Joe Meyers, is showing up advantageously. Meyers, by the way, will be remembered as the writer of "Down in Chinatown."

By special arrangement with Francis, Day & Hunter, London, Eng., the big English waltz ballad, "Lovely Lucerne," composed by Felix Godin, will be published by Feist.

"Thanks to You," a new ballad by Howard Johnston and Violinsky, is also to be featured. Violinsky will be remembered as the composer of "Honolulu Eyes," and "When Francis Dances With Me."

"Venetian Love Boat," a new song, written by Frank Magine, who was responsible for the success of last year's "Venetian Moon," is included. Also in the new issue is a song by Isham Jones, well-known orchestra leader, who records ex-

clusively for the Brunswick records. The number is entitled, "What'll You Do?"

Leo Feist, Inc., has also purchased from Kendis & Brockman a new ballad entitled "When the Tide Comes In." Kendis & Brockman were known as the James Boys and are responsible for such successes as "I'm Forever Blowing Bubbles" and "Feather Your Nest."

"Stealing," which was purchased from the Orpheum Music Co., Boston, Mass., has now reached the point where it is considered a national hit. It is booked for early release by all the leading record and roll companies.

### GIVES SERIES OF RADIO CONCERTS

Irving Berlin, Inc., Getting Some Good Publicity in Co-operating With Newspapers in Broadcasting Music by Wireless

Irving Berlin, Inc., in conjunction with some of the leading daily papers throughout the country, has been running a series of wireless concerts. Newspapers in the leading trade centers of the East, Middle West and Pacific Coast have taken part in these musical activities and the result has been that the Berlin catalog has received publicity over a wide territory and what could be called on a national scale.

Among the most successful of the recent radio concerts was the one given under the auspices of the Buffalo Courier-Enquirer, at which Miss Edna Zahm was the main participant, assisted by Hildredth Morrow, Richard Miller and F. H. Rose, the well-known and popular vaudeville artist. Among the songs sung were: "Granny, You're My Mammy's Mammy," "Delia," "Just a Little Love Song" and "Tuck Me to Sleep" (In My Old Kentucky Home), while the Broadway Syncopators, a well-known orchestra organization, rendered "Say It With Music" and several other selections in dance form.

### "SHUFFLE ALONG" FOR THE ROAD

A Number Two show of "Shuffle Along" has been arranged by Harry L. Cort and was placed on the road in the middle of February. The original company is still playing at the Sixty-third Street Music Hall and is expected to run far into the Spring. M. Witmark & Sons publish the music.

The Economy Stores Co., Inc., of Danville, Pa., has taken over the G. Shoop Hunt agency for the Victor talking machines and records.

## ST. PATRICK'S DAY RECORDS

Two Real Irish Patriotic Records with a Punch

No. 900 { DeValera—You're the Man  
1922 Wearing of the Green  
Sung by Thos. O'Dowd

No. 901 { Let My Epitaph Be Written  
Darling Girl from Clare  
Sung by James O'Neill

Sure to appeal to every lover of Irish music

NEW AND UP-TO-DATE IMMEDIATE DELIVERY RETAIL AT \$1.00. USUAL DISCOUNT  
Send Check or Money Order with order Terms, Strictly Cash

O'DOWD RECORD—THOS. O'DOWD, 60 East 129th Street, NEW YORK



# DETROIT

*Trade Steadily Improves—  
Association Meets and Acts  
—Grinnell Bros. Activities*

DETROIT, MICH., February 6.—Judging from the way the talking machine business has been going since the first of January it certainly looks as if 1922 is going to be a very profitable year for the dealers. Not only were record sales excellent during the first month, but machines have been selling at a very satisfactory pace. Collections are certainly holding up well and there is a better feeling among both the dealers and the customers; there is more activity in the stores and it rather reminds one of the "good old days." There is no doubt that the number of artists who make records for various companies, who have been in Detroit the past month, have also had a lot to do with stimulating sales. And there is where the retailers are alive—they always take

advantage of these personal appearances with attractive window displays and newspaper advertising, and it makes the public anxious to hear the records, whether or not they have heard the artists. It works both ways—if they have heard the artist, then they are all the more anxious to get the records, especially if the performance has pleased.

#### Detroit Association Elects Officers

The Detroit Talking Machine Dealers' Association at its annual meeting, held in January, elected new officers as follows: President, Philip B. Lang, Summerfield & Hecht Co.; first vice-president, Joe Adcock, of the W. E. Metzger Co.; second vice-president, Edward Jeffery, of the Jeffery Music Co.; secretary, Percy Keene, of Gardner-White Co.; treasurer, Sidney J. Guest, of the Sidney J. Guest Music Co.; and the executive committee, Charles H. Grinnell, manager of Grinnell Bros.' wholesale Victor department; Max Strasburg, of the Max Strasburg Co., and Sam E. Lind, of Lind & Marks, Vocalion distributors.

#### Dealers Consider Important Matters

The Association has under consideration a very

live program of business for 1922. It is planned to make every meeting a strictly important one and subjects will be brought up that are vital to the industry. At present the organization is considering the matter of approvals and the matter of charging interest. On the approval question the matter was discussed pro and con. It was the general belief of those present that the approval method should be eliminated as much as possible and that dealers should return to the policy that was in vogue during the war when the customer was required to keep a certain number of records sent on approval and that all records not desired must be returned within twenty-four hours. One dealer said he was asking that these conditions be lived up to by his customers and that he was enforcing them. He stated that he thought the approval method was all right providing it was not too liberal—that where the customer was made to understand the drastic rules laid down must be enforced, approval business was all right. The trouble is, however, that when you send records out on approval the customer has so many excuses for not bringing them back on time and not desiring to keep the number called for by the rule.

Then as to charging interest. Dealers feel that there should be some standard on this matter, otherwise the customer goes to one dealer and says he won't buy because another dealer won't charge interest. The Association feels that all dealers should have the same charge, because in that way they would all benefit and it would end forever a bugaboo that has been one of the big evils in the industry. The furniture retailers say they cannot charge interest, inasmuch as they do not charge it for their furniture and it would break up their whole policy and system, and naturally there are some dealers who are not going to let the furniture houses make any better inducements than they do.

#### Local Vocalion Artists' Records Popular

Sam Lind, of Lind & Marks, Vocalion distributor, is having a big call for the two records made a few months ago by the Henry Theis Ritz Detroit orchestra. The orchestra went to New York under an arrangement made by Mr. Lind with the recording department and the records, recently released, are proving a big hit all over the State. Mr. Lind has already had to place reorders.

#### Grinnell Bros. Elect Officers

Grinnell Bros. held their annual meeting and their annual branch managers' convention the past week. Clayton A. Grinnell was elected president; A. A. Grinnell, first vice-president; Elmer W. Grinnell, second vice-president; S. E. Clark, secretary. Charles L. Grinnell was elected to the board of directors to succeed his father, the late Ira L. Grinnell. The managers held business sessions twice daily for four days, discussing ways and means for increasing sales and reviewing business the past year. The talking machine was up for considerable discussion and several excellent recommendations were made as to how sales could be increased, as well as on talking machine records. There were a number of special entertainments, including the annual banquet and the annual dance given under the auspices of the Grinnell Bros. employes. This took place at the Elks Temple and was a big success.

#### Fire Damages Whitehead Co.

The C. H. Whitehead Music Co., of Saginaw, Mich., was damaged to the extent of \$10,000 a few weeks ago when the adjoining building was almost completely destroyed by fire. The store is being renovated and will be continued.

A unique performance was given at the J. L. Hudson music store during January each afternoon for one week. "Dream Pictures" were shown, accompanied by music on the talking machine. The recitals were free and were largely attended.

#### New Okeh Dealer

Cunningham's drug store, at 1065 Woodward avenue, Detroit, is now handling Okeh records and pushing them. A large sign has been placed in front of the store announcing these records. On January 26 the store gave a free recital by

## Don't Run Low on Your Stock of Victrolas and Records

Be prepared to serve every prospective buyer—prepared to go after business, and take care of it.

Don't lose sales through not having the instrument or record wanted.

### Take Advantage Today of the Ever- Ready Grinnell Stock

Every order, large or small, given prompt and careful attention—we make it a rule to fill all orders same day received. This, together with the transportation facilities available to us, assures you of getting goods in the shortest possible time.

Business is good, and getting better. Look well to your stock that you may get your full share of it.

*Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will aid you in making up your order.*

# Grinnell Bros.

Wholesale Distributors  
of Victrolas and Records

First and State Streets, Detroit



Miss Vaughn De Leath, who makes records for the Okeh. A special concert piano was furnished by the Cable Piano Co. for this occasion.

**Record Hits**

Among the big Victor record hits right now are "Dapper Dan," "The Sheik," "Ka-Lu-A," "I Want My Mammy," "No One's Fool," "Everybody Step," "April Showers" and "June Moon." Columbia record hits are "Wabash Blues," "Tuck Me to Sleep," "Ten Little Fingers," "Everybody Step," "April Showers," "It's You" and "Kentucky Home."

**Many Dealers Add Columbia Line**

Manager Gardiner, of the Columbia Co., reports that during the past month he has added quite a number of new dealers in his territory and that dealers handling Columbias are in better shape on stocks than they have been since any time last year. He anticipates a big year for the phonograph industry.

**OHIO VICTOR DEALERS TO MEET**

Retailers From Neighboring States Also Expected to Attend Association Session This Month—Many Prominent Speakers

COLUMBUS, O., February 6.—Seventy cities in the States of Ohio, Kentucky and West Virginia will be represented at the first annual convention of the Central Ohio Victor Retail Dealers' Association, which will be held in the Chittenden Hotel February 14.

Prominent among the speakers who will address the delegates are F. A. Delano, of the Victor Talking Machine Co., Camden, N. J., who will speak on "Possibilities for Business in 1922." H. C. Bard, vice-president of the Moorehouse-Martens Co., will deliver an address on "Business Conditions Generally"; Miss Ruth Finney, of the educational department of the Victor Talking Machine Co., will tell the delegates of music possibilities in the public schools.

Don Johns, proprietor of the Johns Music Store, Lima, O., will render a number of songs. On the entertainment program with Mr. Johns is C. A. Summers, Jackson, O., who will impersonate Harold Lloyd. Leslie L. King, president of the organization and manager of the music department of the Moorehouse-Martens Co., is also on the program. His topic for discussion is "How You Can Get More Business."

The convention opens at 4 o'clock in the afternoon. This is to be followed by a dinner at which Perry B. Whitsit, of the Perry B. Whitsit Co., local Victor wholesalers, this city, will be toastmaster.

**WOULD REORGANIZE REGINA CO.**

Creditors' Committee Suggests That Stock in Reorganized Company Be Accepted by Creditors in Lieu of Claims to Avoid Heavier Loss

The creditors' committee of the Regina Co., manufacturers of talking machines, music boxes and other musical instruments, has suggested to the creditors a plan whereby the company will be reorganized and the creditors accept stock in the company in proportion to the amount of their respective claims. It is the opinion of the creditors' committee that as the Regina Co. is forced into liquidation through bankruptcy proceedings the creditors will realize only about 10 cents on the dollar, and believe that through the reorganization plan a better return will be secured.

The proposition was submitted to all creditors of the Regina Co. in a letter sent out on February 2, and the sentiments of the creditors toward the plan have not been learned as yet.

**TWO NEW MOTROLA JOBBERS**

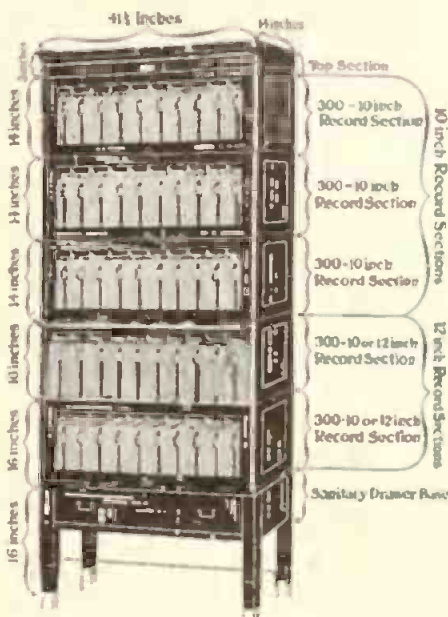
The distribution of the Jones-Motrola, an electrical winding device made by the company of that name, New York City, has been efficiently increased through the appointment of two new important jobbers. The new distributors are the J. W. Jenkins Sons Music Co., Kansas City, and Mickel Bros., Omaha, Neb.

**Improve Your Service AND Increase Your Sales**

By Equipping With

**The OGDEN "UNIT" or Sectional System**

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



Model No. 1 and No. 31 Sectional Cabinet

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

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

**Quar. Oak, Mahogany and Enamel Finishes**

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

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

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

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

Each Holds 2,150 10 and 12-inch Records	
<b>OAK, MAHOGANY and ENAMEL FINISHES</b>	
No. 2150D.D. With Locking Wood Roll Curtain.....	\$85.00
No. 2150D.D. With Spanish Leather Curtain.....	75.00
No. 1800 Without any curtain....	65.00

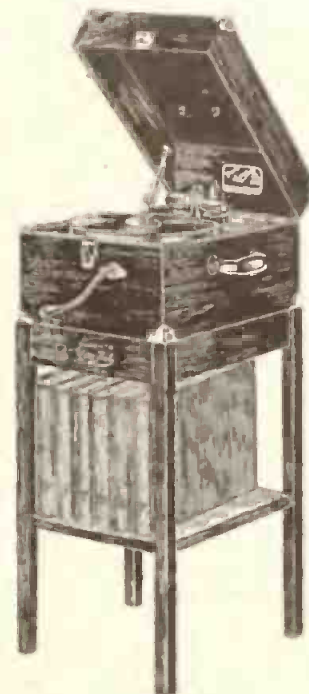
**Ogden's Original Stands**

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

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

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

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



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

**Costs You Only \$6.50 Delivered**

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



Ogden's Stand Nos. IV and VI for Victrolas IV and VI are open frames made to fit exactly these separate models.

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



**Utility or Service Tables**

(Convenient for Many Purposes)

Are needed in every Record Room, Store and Home. A quick sale and profit article. Tables No. IV and VI in Oak, Mahogany and Enamel.....\$4.75 Table No. VIII in Oak and Enamel, \$5.25 Table No. IXa Oak, Mahogany and Enamel.....\$6.50 (Tables Nos. VIII and IXa Display and sell with these Victrolas profitably.)

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

Write for our Catalog of Filing Cabinets and Stands

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



# Interesting the Supervisors and Teachers of Our Rural Schools in Music :: By Louise F. Troxell

Salesmen for talking machine companies usually are not much affected by what the teachers do. However, action taken recently by a convention of county superintendents in Madison, Wis., may have a good deal to do with stimulating business for them.

These people were gathered there from all of the seventy-one counties of the State. They talked about teachers' pensions, about health of pupils, about consolidation of schools and housing of teachers. All this they went through in more or less the usual fashion of conventions.

Then the man was introduced who has charge of community music at the big University of Wisconsin. He is Peter W. Dykema, and, while anything that pertains to music interests him, the thing that is really next to his heart is the bringing of joy into out-of-the-way country places by the introduction of music.

Mr. Dykema appeared with his assistant, bringing four small phonographs. He put these on a table for future reference and started his talk. In ten minutes the staid superintendents were sitting up smiling. They drummed on tables, made circles in the air and nodded their heads—all according to directions from Mr. Dykema—and in five minutes more were marching around the Senate chamber of the Capitol.

Marching? That is what they were supposed to be doing, but most of them were jigging. And why was it? All because a man who believes in the musical education of country children and who never loses a chance to demonstrate what can be done had got up and told that dignified assemblage to please be pupils and let him be teacher so he could show them what they, in turn, could pass on to the 6,500 rural teachers in the State.

The whole demonstration started and stopped with the four little phonographs on the table before him. Two different makes were represented with two machines of each kind. The object was to show what results could be obtained by the expenditure of only the little amount of money necessary to purchase a small machine.

Mr. Dykema spoke purely from the standpoint

of one to whom the phonograph is a means to an end but not the end itself. But any salesman who canvasses rural schools could take at least half his speech as a sales talk. In fact, an energetic salesman skilful enough to get the ear of a county teachers' meeting could conduct a meeting such as Mr. Dykema did with the superintendents with the possibility of a rich harvest of orders.

"I can't teach the children to sing because I can't sing a note myself." This objection of

## Demonstration Programs of Music That Serve to Interest Rural Instructors in Talking Machines

the average teacher has been the great deterrent to the introduction of music in the schools, and it was around this objection that Mr. Dykema arranged his demonstration of how pupils can be taught with the phonograph.

Proceeding with himself in the role of teacher and with the superintendents as pupils, he put on the record of a simple folk song, asking the pupils to follow it as if they were hearing it for the first time. He announced himself as a "teacher who knows nothing of music and cannot sing."

The record was played entirely through, in good time, the pupils all listening. It was then played again and this time the pupils looked at the words, forming them silently with their lips. The third time through they hummed the air quietly and on the fourth playing of the record they sang the words.

Learning songs, thus, in rote fashion, it is easy for a child to master both words and music of at least 100 songs by the time he has finished the common school. These should be songs from which he will get pleasure all his life—quaint folk songs, simple selections from the classics, and the national airs. What volumes could be written on these last! But already we are too familiar with the tra-la-la method of singing patriotic pieces. A generation of children brought up on a musical diet taken from well-selected phonograph records will release us from the pain we older ones have suffered in this respect, as they will not only have the correct words but will sing in standard time and tune these much-abused airs.

After going over one or two songs rote style the teacher puts on a sturdy record. On this the song is sung through once, using the regular words. Then there is a pause. The teacher explains that the song will now be repeated in Italian and the music begins again, using the do, re, mi, etc., words. For study, the children learn these the same as they do the others.

Appreciation is the third method demonstrated. Simple, beautiful songs or music without words is played, and during these the children either listen or hum quietly. Appreciation of all fine music and familiarity with some is acquired in this way.

The lively part of the program came fourth and last with the physical expression records. To such tunes as "Wild Horsemen," "Amaryllis," "Oats, Peas, Beans and Barley," and the like, the children gave bodily expression. These selections furnish excellent opportunity for some invigorating gymnastic exercises. It is always fun for the children to play that they are an orchestra. Each one decides what instrument he would like to play and then, as a good, lively march record is put on, he plays his imaginary violin, trombone or drum, keeping time to the music. An old horseshoe tapped with a spike furnishes a good makeshift instrument. Cultivation of rhythmic sense is also accomplished by marching exercises in which interest is stimulated by allowing the children to pretend that they are high-stepping horses.


### Songs Selected by Supervisors

The National Conference of Music Supervisors has selected fifty songs admirably suited to community and school singing. Introduction of these into school work is sure to be followed by an increase of general community interest in music.

Box suppers or school plays will soon secure the money needed for the necessary musical equipment. Mr. Dykema recommends the use of at least a \$35 machine, though the \$25 makes have been used successfully. He believes that any instrument costing over \$50 has no added value except in the case. A minimum of \$15 worth of records is best. These will naturally be added to by gifts from people in the community, but here lies the danger that the music thus secured will not be up to the high standard it should be. As Mr. Dykema points out, "Time is precious; it should not be wasted on poor music."

The county superintendents of Wisconsin voted unanimously in favor of a movement which will end by placing in every rural school of the State a phonograph with an assortment of records. Other States will take up this plan. Here is a real chance for some follow-up work on the part of talking machine manufacturers.

The National Bureau for the Advancement of Music has added a new booklet to its list of instructive and inspirational literature on Music Weeks.



THE INSTRUMENT OF QUALITY

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CLEAR AS A BELL

The instrument that builds  
Prestige and Sales

## Greater City Phonograph Co.

EXCLUSIVE SONORA DISTRIBUTERS  
for New York, Staten Island and the lower Hudson Valley  
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ALSO JOBBERS FOR THE JONES MOTROLA





Don't let St. Patrick's Day pass without some special selling idea—Columbia Gift Envelopes, for instance. Appropriately designed for St. Patrick's Day. Ask your dealer service man.

Columbia Graphophone Co.  
NEW YORK



**BROWNING GETS "DOOR" PATENT AFTER FOURTEEN YEARS**

U. S. Letters Patent Granted to J. B. Browning on Invention Covering Adjustable Doors Mounted at Delivery End of Amplifier—Application for Patent Pending Since 1908—Important Claim Allowed

John Bailey Browning, Camden, N. J., has just been granted a very important patent which covers "adjustable doors mounted at the delivery end of the amplifier or inclosed horn of a talking machine." The application for this patent was filed in 1908, and it has been in litigation since that time. This patent, which is known as U. S. Letters Patent No. 1,402,738, was issued to Mr. Browning on January 10, 1922, and to the Brunswick-Balke-Collender Co. as assignee to the extent of 51 per cent of the invention.

The issue in this patent is claim No. 1, which reads as follows: "The combination with sound-reproducing means, of a co-operating amplifier, a cabinet enclosing the major portion of said amplifier and provided with an opening of substantially the same size as the delivery end of said amplifier, and means to vary the quality of the reproduction at will on either side of said cabinet." This claim is identical with claim No. 19

of the patent issued January 11, 1910, to Eldridge R. Johnson, president of the Victor Talking Machine Co., and assigned to the Victor Talking Machine Co., this patent being known as U. S. Letters Patent No. 946,442.

During the fourteen years the Browning patent application was pending in the Patent Office Mr. Browning was continually delayed in his efforts to secure a patent for his invention by numerous interferences involved in his application, and in these interferences Mr. Browning has been the successful party.

The principal litigation in the patent courts was known as the Browning vs. Johnson interference, being based on claim No. 19 of the Johnson patent and claim No. 1 of the Browning application mentioned above. This interference was declared in 1915, and as Mr. Browning was at the end of his resources at that time he went to the Brunswick-Balke-Collender Co. as a last resort and told his story. This company, after investigating Mr. Browning's story, agreed to carry on the litigation in which he was involved and acquired a controlling interest in his invention.

The Browning vs. Johnson interference was first argued in the Patent Office before the Examiner of Interferences in September, 1918, who decided in Mr. Browning's favor three months later, holding that Mr. Browning was the inventor. The Examiner, however, recommended to the Commissioner of Patents that no patent be granted to Browning because of his delay in claiming that Johnson had derived his invention. Mr. Johnson appealed from the Examiner's award of priority to Browning to the Board of Examiners-in-Chief, the second highest tribunal of the Patent Office. This appeal was argued in April, 1919, and decided in Mr. Johnson's favor six months later. Thereupon Mr. Browning appealed to the Commissioner of Patents, the highest Patent Office tribunal, who in April, 1920, in an opinion of nearly fifty pages, sustained the Board and decided for Mr. Johnson.

Mr. Browning next appealed to the Court of Appeals of the District of Columbia, in July, 1920, which court in April, 1921, reversed the decision of the Commissioner and awarded the invention to Browning, holding that the evidence showed that Johnson had derived the invention from Mr. Browning, who was entitled to his patent.

U. S. Letters Patent No. 1,402,738 just issued to Mr. Browning covers the claim that has been in litigation the past fourteen years, and places him in a position to realize on his invention.

**VICTOR SUES ON BROWNING PATENT**

Victor Co. Brings Action in U. S. District Court in Delaware Asking That Claim One of Patent Recently Issued Be Declared Inoperative and Invalid Throughout the United States

The Victor Talking Machine Co. on February 6 made the following announcement regarding legal action brought in connection with the recently issued Browning patent, No. 1,402,738:

"On February 1, 1922, the Victor Talking Machine Co. filed its bill of complaint in the United States District Court at Wilmington, Del., against the Brunswick-Balke-Collender Co. and John Bailey Browning, based on Johnson Patent No. 946,442, and praying that Claim One of the Brown Patent, No. 1,402,738, be adjudged void, inoperative and invalid throughout the whole of the United States. This Browning patent was issued on January 10, 1922, following the interference in the Patent Office between Browning and Johnson. The issue of this Browning patent has for the first time made it possible for the Victor Co. to bring the controversy into a court in which a judgment binding on the parties may be had."

**HIMMELREICH ON OKEH RECORDS**

Well-known Pianist Makes Several Okeh Records—Artist Is Prominent on Concert Stage

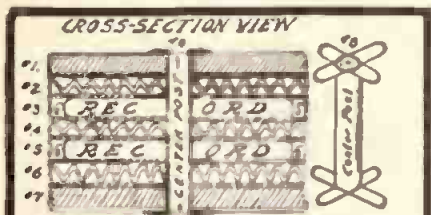
The General Phonograph Corp., New York, manufacturer of Okeh records, is acquiring a very fine list of artists who are internationally prominent, and who are making records of the leading standard and classic numbers. One of the most recent additions to this list is the well-known pianist, Ferdinand Himmelreich, who has attained wide renown on the concert stage. Mr. Himmelreich, in addition to his skill as a pianist, has won recognition as a transcriptionist. His compositions show marked creative ability and he excels in the style of music that demands force and brilliancy.

Four selections have been played by Mr. Himmelreich for the Okeh library, and among these are his transcription of "Suwanee River," "The Lure of Spring," "Silver Threads Among the Gold" and the "Sextet" from "Lucia." All of these selections are now being released, and Okeh dealers have evinced keen interest in Mr. Himmelreich's addition to the Okeh library.

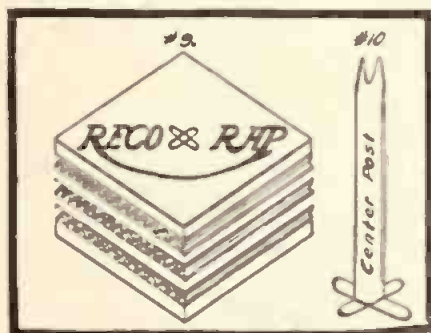
The Elm City Phonograph Repair Shop was recently opened in New Haven, Conn., by C. L. Chadwick, an expert talking machine repair man. Mr. Chadwick is also in the market for cabinet makers' supplies.

**Record Dealers and Shippers  
Send For Your Sample Today  
—RECO-RAPS—**

A Transportation Package for Graphophone Records  
**SAVES** Far more than their Cost  
in Postage and Insurance  
Prevents Breakage



- DESCRIPTION—
- #1 & 7 — Top & Bottom Board
  - #2, 4 & 6 — Corrugated Fillers
  - #3 & 5 — Records
  - #8 — Center Post in Use
  - #9 — Reco-Rap Complete
  - #10 — Center Post Before Used.



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

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

**GOOD COTTON FLOCKS**

Are UNIFORMLY CUT Not MERELY GROUND

**HAVE YOU TRIED OURS?**

WRITE FOR TRIAL SAMPLES—SUPPLIED WITHOUT CHARGE

**CLAREMONT WASTE MFG. CO.**

**CLAREMONT, N. H.**



## REPAIRS

TALKING MACHINE TROUBLES AND  
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

### ON THE REPAIRING OF OLD SPRINGS

Bloomfield, N. J., January 19, 1922.

A. H. Dodin, care Talking Machine World:

The letter of Dominick Ruff, of Youngstown, O., printed in the January issue of The Talking Machine World interested me sufficiently to drop you a few lines. A rough calculation would prove that, repairing 1,700 motors with springs in two and one-half years, this gentleman evidently ran across approximately two and one-fifth broken springs per day, working six days per week, which experience tells me is rather unusual. Also to have only nine springs returned broken out of 1,700 old ones repaired, an average of about one-sixteenth of 1 per cent, speaks well for Youngstown, O., springs.

Many a manufacturer of motors and talking machines has had his reputation injured by the repair man returning a broken spring fixed over or inserting an improper spring. A repair man who takes any pride in his work would refrain from such methods. After such repair work is done in the manner described by Mr. Ruff it remains unfinished and unsatisfactory, besides causing an undue strain on the motor.

I would like to see you discourage such methods in an issue of The Talking Machine World, not alone for the sake of the owner of a machine whereon such methods have been practiced, but also for the benefit of the manufacturers and dealers.

Yours for a square deal

(Signed) ERNEST A. EDDEN.

Answer—It has always been my opinion that the proper way to replace a broken mainspring in a Victor motor was to put in a Victor spring, and in a Columbia motor a Columbia spring, etc.

The question as to whether the efficiency of a motor is impaired by the use of other than its own make of parts is an open one. I would say that the result depended more on the ability of the man making the repair than on the parts he used.

In the case of using a mainspring a second time after it has been broken near the cage end: I cannot see how the use of a spring which has been shortened two feet can make any material

difference in the running of the motor. If you take a two-spring motor, for an example, you find that the average playing time will be about three and one-half ten-inch records. There is, as a rule, reserve power enough to insure good tension on the drive gears after three records have been played. There is not enough power left to play another record and the motor must be rewound. Now, what harm results in slightly diminishing this reserve power by shortening one of the mainsprings? In the case of a single-spring motor I will agree that the proper length and size spring should be used in order to maintain maximum efficiency.

I quote a paragraph from a letter received from Mr. Ruff since my article appeared in the January issue: "As soon as I receive some material to complete some of them I will send you a sample that you can test for yourself and see that all the statements are correct. Of course, you are aware that there is nothing perfect, but we can have a sworn statement that the letter sent to you which was published in the January Talking Machine World is the truth."

I will admit that many reputations have been spoiled by inexperienced repair men. I have seen many a fine piece of mechanism ruined after passing through the hands of these near mechanics. Many times during the past years I have called this to the attention of the dealers in this column, and I claim that the fault is more the dealer's than anyone's else.

The average dealer pays too little attention to the upkeep of the instruments he sells. He should maintain some sort of follow-up service which would keep him in touch with the customer in such a way that whenever anything goes wrong the machine would get to his hands for repair. In this way he would be able to not only maintain efficiency in each particular machine but would also uphold the reputation of the goods he sells.

### RECORDS AID HEART STUDENTS

Talking Machine Records to Be Installed in Hospital Clinics Will Obviate Patients Standing Long Under Stethoscope

Dr. Emile Sergent, of the Paris Faculty of Medicine, in seeking for some method of overcoming the necessity for patients with heart trouble standing for long periods in hospital laboratories while students listen with stethoscopes, hit upon the idea of using talking machine records of heart-beats of persons suffering from

## 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

this disease, and he has obtained permission to install these records in hospital clinics. Accurate records are taken of typical cases. A description of the case, together with details which the student will be expected to find when he enters the profession for himself, are recorded by professors.

### MASON APPOINTED SALES MANAGER

Popular Sales Executive Promoted to Important Post With New York Talking Machine Co.—Well Known Throughout the Victor Trade

Charles B. Mason, one of the most popular members of the Eastern Victor wholesale trade, has been appointed sales manager of the New York Talking Machine Co., 521 West Fifty-seventh street, Victor wholesaler. Mr. Mason assumed his new duties a few weeks ago, and as he was assistant sales manager of the company for over a year, he is thoroughly familiar with his new post.

Since 1916 Mr. Mason has been associated with the Chicago Talking Machine and the New York Talking Machine Co., with the exception of the period that he spent in the United States army during the war. He has held important sales positions with both companies, and his success may be attributed in a considerable measure to the fact that he thoroughly appreciates the value of co-operation with the Victor dealer. He is now preparing important plans for the coming year, which will undoubtedly be received enthusiastically by the New York Talking Machine Co.'s clientele.



Chas. B. Mason

### SIR HARRY LAUDER ENTERTAINS

Famous Victor Artist Appears at Rotary Club in Peoria—Sings New Number Dedicated to Music—It Was a Jolly Occasion

PEORIA, ILL., February 6.—Sir Harry Lauder, famous artist who records exclusively for the Victor library, was the guest of honor at the Rotary Club luncheon, held here Saturday. Fred Putnam, president of the Putnam-Page Co., Victor wholesalers in this city, was host to Sir Harry Lauder, and during the course of the luncheon, Sir Harry sang a number which he wrote on the train en route to Peoria.

This selection, which was rendered for the first time and was dedicated to music, was entitled "It's a Fine Thing to Sing," and the chorus was as follows:

"It's a fine thing to sing,  
Singin' is the thing  
For it brightens everything that's dark and dreary.  
It helps you on the road when you have a heavy load.  
Singin' is the thing to make you cheerrrrrry."

Many a growing business has been ruined by lack of attention to details by salesmen.

# FELT



*The Consensus  
of Opinion*

AS A TURNTABLE CUSHION Felt has no real substitute. That there is likewise no substitute for A. F. Co. Turntable Felt seems to be the opinion of leading manufacturers in the Talking Machine trade. They use no other make.

## American Felt Company

TRADE MARK



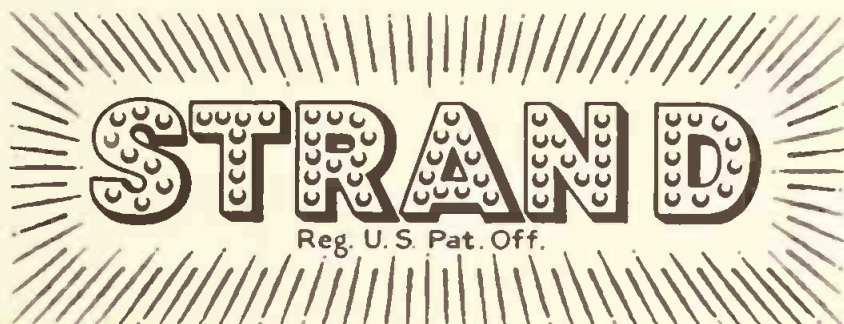
BOSTON  
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NEW YORK  
114 East 13th St.

CHICAGO  
325 So. Market St.



The New and Better  
Phonograph



Tone, Quality,  
Design, Price

# 3 New Console Models Ready

All Flat Top—Correct in Design

QUEEN ANNE CONSOLE  
MODEL 8  
Mahogany or Walnut

List \$125



LOUIS XV CONSOLE  
MODEL 1  
Mahogany or Walnut

List \$150



## Cost the Dealer—Write in and Ask!

The Strand is distinctly the modern phonograph. Everything is swinging toward a correctly designed, useful, flat-top, double service console instrument. And the Strand consoles are correct—absolutely true in design to each period. They are all flat-top, which is not only a convenient and useful feature, but the only correct construction.

Strand phonographs are the product of the third largest phonograph cabinet plant in the United States, with 12 years of high-grade phonograph designing and building behind it.

Every Strand instrument is guaranteed, not only as regards tone, finish, design and workmanship, in every part, but also in packing. Our packing and shipping system is trouble proof.

In addition to the models illustrated, our Model 2 (Italian Renaissance console) at \$175 and our Model 4 (Louis XVI console) at \$200 are correspondingly correct and beautiful.

All models made of finest mahogany or walnut, faithful representations of each period. Equipped with heavy double spring motor, all-wood tone chamber, solid brass tone arm and universal sound box, which permits the playing of all records, and with six well-finished record shelves built in.

"IT'S THE DEALER'S TURN NOW."

The man who does the selling is entitled to a REAL profit.

"Better merchandise, lower list, and fatter discounts."

### These Direct STRAND Representatives are Ready to Serve You:

- RICHARD H. ARNAULT, 95 Madison Avenue, New York City.
- W. O. CARDELL, Tulsa, Okla.
- A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.
- CONSOLIDATED TALKING MACHINE COMPANY, 227 W. Washington Street, Chicago, Ill.

- A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
- H. C. GROVE, 1210 G Street, N. W., Washington, D. C.
- W. S. GRAY, 942 Market Street, San Francisco, Cal.
- R. J. JAMIESON, 943 Chestnut Street, Cleveland, Ohio.

- A. J. HEATH COMPANY, 27 S. 7th Street, Philadelphia, Pa.
- RICKEN, SEEGER & WIRTS, Globe Building, Detroit, Mich.
- STERLING ROLL & RECORD CO., 137 West 4th Street, Cincinnati, Ohio.
- W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.

MANUFACTURERS PHONOGRAPH CO., Inc., 95 Madison Avenue, New York  
GEO. W. LYLE, President



## Announcement

### The Gaelic Phonograph Record Co., Inc.

Gaelic  
Records

Gaelic  
Records

The only record company exclusively manufacturing Gaelic and Irish records, announces the opening of its new headquarters and recording laboratories at 40 West 57th Street, New York City.

Thirty-four double-faced records now ready in the first release.

*DEALERS:—This non-competing line offers you extra profits. Send for complete list of records and our attractive proposition.*

#### JERSEY VICTOR DEALERS CONVENE

Discuss Consolidation With Talking Machine Men, Inc., of New York—Irwin Kurtz, President of T. M. M., Addresses Meeting

NEWARK, N. J., February 7.—Victor Retailers of New Jersey convened at the Hotel Robert Treat here on Monday and considered the possibilities of consolidation with the Talking Machine Men, Inc., of New York. Irwin Kurtz, president of the New York organization, was the principal speaker. During his talk he stressed the advantages which would accrue if the two associations formed one strong body. H. A. Beach, president of the Unit Construction Co., of Philadelphia, who was to have addressed the meeting, was unable to attend.

Following this a closed meeting for the purpose of discussing trade problems was held. Those present included:

J. Newcomb Blackman, of the Blackman Talk-

ing Machine Co., Victor wholesaler, of New York; J. W. Collings, of Collings & Co., Newark, Victor jobber; Charles B. Mason, of the New York Talking Machine Co., Victor distributor; John L. Spillane, of Collings & Co.; J. Schwartz, of the Knickerbocker Talking Machine Co., Victor jobber; Samuel Semels, of the Semels-Cole Co.; Irwin Kurtz, of the Gotham Shops, New York; N. Alexander, of Long Branch, N. J.; H. Sugarman, of West Hoboken; C. A. True, of L. Bamberger & Co. phonograph department; James McGarry, E. G. Brown, George Hirtzel, Mr. Evans, of McManus Bros., Elizabeth; Al Caluchie, H. A. Glasser, secretary of the Jersey Association, and Frank C. Storek.

Charles Tracey, of the Aeolian Co.'s wholesale department, with headquarters in New York City, is making a trip through the South. He will visit dealers in Louisville, Ky.; Memphis, Tenn., and other important points in the Southern territory.

#### HEMPEL'S DEBUT IN HAVANA

Miss Frieda Hempel Made Her First Appearance in Concert in Havana, Cuba, on February 5, in the Capitolio Theatre—The Prima Donna Had a Sensational Success

The famous Edison star has been having wonderful success everywhere in the South, singing in Tallahassee, Gainesville, Ocala, Orlando and Palm Beach, Florida, before going to Havana. Her success was so great in the Cuban capital that a second concert was demanded, which Miss Hempel gave on February 7. Miss Hempel returned North to sing with the Harvard Glee Club on February 14, and to sing at the New York Hippodrome on February 19—Titta Ruffo appearing with her at the later concert. The prima donna will then leave for a tour of the Southwest. She is booked solid until the latter part of May when she sails for Europe to fill her concert and operatic engagements abroad.

# Sherman, Clay & Co.

## Pacific Coast Distributors



Victor Victrolas  
Victor Records  
Victor Accessories

Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

44 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon


Oceanic Bldg., Cor. University and Post Sts.,  
Seattle, Washington

427 West First Ave., Spokane, Washington



**Templar Autostop**  
 Accurate and Simple  
 Never Fails  
 Order a Sample and be  
 convinced

**TEMPLAR MFG. CO.**  
 3225 Lexington Street  
 CHICAGO, ILL.



**SEEK TO CONTINUE ARTO BUSINESS**

Meeting of Creditors Called for February 14 to Consider Request of Receiver

A meeting of the creditors and stockholders of the Arto Co., Orange, N. J., was scheduled for Tuesday, February 14, at 10.30 a. m. at the Post Office Building, Newark, to show cause why the receiver of that company should not be authorized to continue the business for a further period of ninety days. In connection with the call for the meeting, it is stated that the total receipts of the receiver during the period of December 24, 1921, to January 31, 1922, were \$27,949.24, and that his total disbursements during that period amounted to \$22,681.57. The court has authorized the receiver to continue the business until the time of the hearing.

**RADIO FIRM INCORPORATES**

A charter of incorporation was recently granted to the National Radio Corp., under the laws of Delaware, with a capital of \$50,000. The incorporators are: W. G. Halsey, E. L. Ainsworth and F. E. Norton, of Pittsburgh, Pa. Radio supplies will be handled.

**WELL CONCEIVED OKEH WINDOW DISPLAY FOR FEBRUARY**

The new window display service inaugurated the first of the year by the General Phonograph Corp. for the use of Okeh dealers is proving a

**EDISON JOBBERS IN CONVENTION**

Annual Meeting of National Body Being Held at Waldorf-Astoria, New York—Congratulate T. A. Edison on 75th Birthday Anniversary

As The World goes to press the members of the Edison Disc Jobbers' Association are opening the annual convention of that organization at the Waldorf-Astoria Hotel, New York, the sessions extending over February 13, 14 and 15. Judging from the reports of the advance arrivals, the attendance at the convention promises to come close to 100 per cent, and there are a number of very important matters scheduled for discussion among the jobbers themselves and between the jobbers and the factory officials.

The second day of the convention will be, as usual, "Laboratory Day," when William Maxwell, vice-president, and other officials of Thos. A. Edison, Inc., will attend the meeting of the Association and present the Edison sales plans for the balance of the year.

On the evening of February 15 the jobbers will be the guests of Thos. A. Edison, Inc., at an elaborate banquet at the Waldorf, where the entertainment will be furnished by a number of the stars of the Edison recording artists.

The time of the convention is deemed most appropriate in that Thos. A. Edison celebrated his seventy-fifth birthday anniversary on Saturday, February 11. A number of the jobbers made it a point to get to New York in time to extend to Mr. Edison their personal congratulations and best wishes upon his passing another milestone of life.

The present convention is the first held here in two years by the Jobbers' Association, the 1921 convention of that organization having been held in Montreal, Canada.

**ALTERATIONS AT DENVER MUSIC CO.**

DENVER, COL., February 7.—Improvements are going on apace at the establishment of the Denver Music Co. This concern is one of the largest in the city and when the improvements have been completed thirty-eight sound-proof record demonstration booths will be at the service of patrons.

are evident, and every picture in the display will undoubtedly act as a marked stimulant to the sale of Okeh records. The display is a riot



signal success. The display for February is unusually attractive, and is even more effective than the January display. As shown in the accompanying photograph, its sales possibilities

of smashing colors that compel attention, embodying a rare sense of humor that is proving a most important factor in the success of the new series.

PLAZA

**BUY YOUR ACCESSORIES**  
*"All From One Source"*

REPAIR PARTS  
 NEEDLES  
 CLEANERS  
 ENVELOPES  
 SAPPHIRES  
 ALBUMS  
 RECORDS

**ALL FROM ONE SOURCE**

PLAZA MUSIC CO. TRADE MARK

**MONTHLY SPECIAL**

**Phonograph Needles**

Packed 200 in metal box



Made from highest grade carbon steel

**6 1/2c per box**

HEADQUARTERS FOR

- RECORD ALBUMS
- ALBUM SETS FOR No. 80 VICTROLA
- ALBUM SETS, ALPHABETICALLY STAMPED
- REPAIR PARTS
- KENT ADAPTERS
- BANNER 50c. RECORDS
- MIRRORLIKE POLISH
- CONVERTO CABINETS
- BRIGHTTONE STEEL NEEDLES
- MAGNEDO MULTI-PLAYING NEEDLES
- RECORD DELIVERY ENVELOPES
- SHEET MUSIC
- RECORDS
- MUSIC ROLLS
- RECORD CLEANERS
- PHONOGRAPH DELIVERY COVERS
- BUBBLE BOOKS
- FIBRE NEEDLES
- FIBRE NEEDLE CUTTERS
- RECORD FLASHERS
- GEAR RECORD REPEATER
- TONOFONE NEEDLES
- REFLEXO NEEDLES
- DANCING "SHIMANDY"
- DANCING RASTUS
- PLAYER-PIANO VACUUM CLEANER
- SUPPLEMENT MAILING ENVELOPES
- SAPPHIRE BALL NEEDLES
- SAPPHIRE POINT NEEDLES
- DIAMOND POINT NEEDLES
- UNIVERSAL DISPLAY RACKS
- SHEET MUSIC RACKS
- NYOIL
- BOBOLINK RECORDS AND PHONOGRAPHS
- PHONO MOVIES
- STOCK ENVELOPES
- "NULIFE" MUSIC ROLL ATTACHMENT
- SPRING LUBRICANT
- VICTOR AND COLUMBIA ATTACHMENTS
- TONE-ARMS AND SOUND-BOXES
- STEEL NEEDLES IN ENVELOPES WITH SPECIAL IMPRINT

Watch for our next month's specials

**PLAZA MUSIC CO.**  
 18 WEST 20<sup>TH</sup> STREET  
 NEW YORK



# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

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

## TIE-ING UP WITH THE CHILDREN

It has been said that the education which we receive in our earliest days is the only education we carry with us to the grave. Other ideas may be imparted to us in late years, but none of these has the adhesive power, the capacity to stick up out of any imaginable complexity of later accumulated impressions, which pertain to those notions which were implanted in us during our infancy and early childhood. And this statement is true whether the notions are in themselves scientific or nonsensical, loving or malicious, wise or stupid.

### "Music to the People"

It is being said within our trade that we must bring music to the people. So we must. But does anyone seriously suppose that there is any use in trying to educate into musical-thinking a people which has grown up outside musical influences? There are signs that this fallacy is believed in; but a little reflection will show that it is as fantastic as it is common. The truth is that if we wish to cultivate a musical feeling among the people of America we must begin with the young. We must begin with the child in the school and in the home: the younger the better.

Now, the talking machine merchant may realize with rueful clearness that there is not much use in trying to work up a desire for the ownership of a library of fine records amongst a people which is not in the least bit interested in music, and is showing that it never acquired any musical ideas in its young days. He is likely to realize this as he notes that it is harder to sell records of good music than it ought to be and that it is still harder to awaken in his customers any general desire to own libraries of fine vocal and instrumental records. But if he supposes that it is easy to convert adults, masculine or feminine, to musical desire, as embodied in the finer side of the talking machine and its records, he is much in error. At the best the musical education of the adult is a difficult and unsatisfactory process. The merchant, however, who is looking always for new selling ideas or for ways of improving old ones knows that he needs to sell every kind of machine, every kind of record and every kind of accessory, if his business is to be in a healthy state. If he sells only cheap machines and cheap records his business is not and

cannot be in a healthy state. He needs to sell the best as well as the worst of his goods, and he knows that in order to make a balanced showing with a reasonable profit he must be able to draw from all sections of the community and from the highest grades of public taste.

For this very reason, in our judgment, every intelligent attempt to interest parents, through their children, by encouraging the acquirement of musical ideas in the latter's earliest years, is certain to bring immediate returns. Parents love their little ones, and are more easily moved by their desires than by any other cause that can be imagined. If they truly believe that the talking machine, for instance, with its records, can be instrumental in doing some real good to their children they will usually respond at once. But it must be a genuine value which the merchant offers. He must know what he is talking about and he must be able to offer substance, not a gold brick.

### A Children's Department

We believe that there is good business, good advertising and good profit on systematically working out a children's department in connection with an up-to-date music store. We have always believed that the talking-machine man should also be a seller of general musical merchandise, should in fact try at least to be the Lyon & Healy of his community, the "everything in music" man. But whether he is this in any degree, or not at all, the fact remains that he should be a music man to the children, a music man to them par excellence. We believe that if the talking machine merchant can attract children to his store, steadily and regularly, he will be able to build up a public community interest in the musical merchandise he has to sell, more perfectly than he can in any other way. We believe, in short, that in order to educate the community to music buying you have to begin with the children. But you do not have to wait till they grow up. Get them started, and their fathers and mothers will quickly and unflinchingly follow.

### Ways and Means

That this is not a dream the educational work of the Victor Talking Machine Co. in the public schools plainly shows. The American custom is to look to the public schools for almost all the cultural background with which the child is to be provided as it grows up. So that it is extremely important to work in with the schools in any attempt which may be made to tie up with the musical interests of the children for the purpose of promoting talking machine and record sales.

A merchant, then, might begin by establish-

ing in a corner of the store a counter for children especially. This should display records for child use, such as nursery rhymes, school musical games, school songs and all the various items of the kind which interest children. If it were possible to have a room arranged where children might be left to play while their parents were elsewhere, a room like the playrooms of big department stores, where a supply of good records for children was kept—and played constantly—under the supervision of a competent woman, that alone would do a great deal to tie up with the minds of the parents the double idea that (1) talking machines are good to keep children in order and that (2) this particular store is the one place for merchandise of that kind.

Of course, one can always depend upon the kids talking. Leave it to them and they will chatter till the cows come home about the nice music they heard and about how nice it would be to have a talking machine at home. Nor will their chatter be ineffective. All merchandising experience goes to show that every dollar of money and every hour of time expended on catering to the child instinct for music is profitably expended.

Get the children to like your music and they will be your best salesmen. That is the message that can now be formulated.

For every child is naturally open to the influence of music. Children too soon can be hardened and narrowed by lack of cultural influences until they neither know nor care anything about music or any other fine thing. But if they are supplied at a tender age with the music for which every child nature hungers they will absorb musical ideas and desires so rapidly and so thoroughly that from that time onward no possible influence will be able to wean them from the same love. Catch them young and you will be able to build up, in a surprisingly short time, a music-loving community feeding your store each day with more and more sales.

### More of the Same

All children like to sing and dance. Very well, then, offer to the boys and girls of every family on your talking machine books a ticket to a children's party at the store some Saturday afternoon (using a special room for the purpose). Have prizes for dancing, for the nicest costume and so on. Let each prize be one or more records of such music as children like. With each prize wrap up a notice to the effect that a large supply of similar child music (giving a list) is on hand at the store. The kids will take the records home and the old folks will

## A Message To Victor Dealers in Ohio, Michigan and Indiana

We now have the stock you will want a little later. Why hesitate?

THE TOLEDO TALKING MACHINE CO.  
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY



play them. Result—more sales of child music records.

Offer to your public schools prizes for a competition in folk-dancing and folk-singing among the kindergarten classes. Offer as a prize a talking machine and a set of kindergarten records chosen by the kindergarten teacher, to be presented to the class which comes out ahead in the competition. Every parent of one of the winners will want a talking machine after that, for the kids will never cease talking about it. Moreover, the parents of all the children who do not win may be circularized and reminded how nice a thing it is to have in the home for the children a talking machine like the one which the kindergarten class of the Blank school has just won.

Talented children are sure to be in every community. If you can find a clever boy and girl who can dance, put them in the window and let them dance to the music of one of your best talking machines. This will attract a crowd and then you can offer prizes for the best children dancers who can be found in town, offering each the chance of exhibiting and putting on an afternoon of public dance demonstrations before judges and an invited audience. Limit the audience to those who call at the store for tickets. You will get a crowd and you will sell more records than you ever thought you could sell.

Of course, all these features emphasize constantly the musical possibilities of the talking machine. The whole secret of talking machine merchandising is summed up in the fact that it is the music we are selling, not the machine. Hook up the children of your community with the idea of satisfying their own musical yearnings through the talking machine, and you will build up a rampart of community thought around your business which will protect you from the storms and keep you prosperous.

#### INTRODUCE LINE OF PERIOD MODELS

The Orsenigo Co. Opens Its Entire Line to the Trade—The Orsenigo Phonograph Soon to Be Announced Will Embody New Features

The Orsenigo Co., the widely known manufacturer of high-grade furniture and period model phonographs, with a spacious and well-equipped plant in Long Island City, N. Y., is announcing this month that its entire line of period models of exclusive design, hitherto supplied to a limited number of well-known concerns, is now being offered to the trade at large. Some twenty-one distinct patented designs have been created by this company which are manufactured under the supervision of internationally known designers by workmen who are recognized as leaders in the period furniture field.

Henry Orsenigo, president of the company, is keenly interested in the future of the period phonograph and has been very active in its development in the past few years. He believes that this phase of the talking machine business has great possibilities and that it affords the enterprising dealer a field for exploitation that will pay handsomely. "Our modern factory and skilled workmen," remarked Mr. Orsenigo, "are prepared to take care of everyone, and we believe that we are preparing the way for a greater appreciation of the period phonograph and thereby raising the standard of the present-day phonograph to a higher level."

In addition to the designs mentioned, according to Thomas Davis, general manager, a new phonograph, which will embody several new and distinct features and to be known as the Orsenigo, will soon be placed on the market. It will represent an entirely new departure in period phonograph construction and design, which, when ready, it is expected, will create a most favorable impression.

One of the greatest dangers in business life consists of getting into a rut.

## "DA-LITE" ELECTRIC DISPLAY SERVICE SELLS RECORDS



We furnish you the Electric Display. Each month we mail you four artistic, hand-colored Panels, advertising Victor Records exclusively, at the low cost of \$6.00. The profit on one 75c record pays the total daily cost, including electricity (24 hours). The records featured each month are selected through information obtained from fifty wholesale distributors and are always the leading sellers.

One dealer in Cleveland, Ohio, says our service is of no value to him, as he sells all the records we advertise the first few days of the month. But he did not stop to consider there is nothing to prevent him ordering ten times as many or all that he could sell during the month.

All of the leading distributors have this display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of Victor Records.



Write for Our Descriptive Circular Which Gives the Logical Reason Why Our Display Sells Records

"DA-LITE" ELECTRIC DISPLAY COMPANY  
116 NORTH ERIE STREET TOLEDO, OHIO



## SEEK RECEIVER FOR COLUMBIA GRAPHOPHONE MFG. CO.

Owners of Small Amount of Common Stock Apply for Receiver in U. S. Court at Wilmington, Del.—F. S. Whitten, Chairman Board of Directors, Attaches Little Importance to Action—His Statement

An application for a receivership for the Columbia Graphophone Mfg. Co. was filed on Thursday, February 9, in the United States District Court at Wilmington, Del., by the Universal Security Co., owner of 1,000 shares of common stock; May B. Shera, owner of 1,226 shares, and Henry W. Runyon, owner of 275 shares, all of Jersey City, N. J. Insolvency is alleged, and an order to show cause was made returnable February 17 by Judge Morris.

In the application the amount of the liabilities is placed at \$19,900,000 to banks and financial creditors, in addition to \$3,000,000 to merchandise and other creditors. The general affidavit charges that the increase in the business of the company at no time has been proportionate to the enlargement of the capital stock and the making of loans, and that since the middle of 1920 this has been steadily decreasing. There are stated to be outstanding preferred 7 per cent stock to the value of \$9,883,731, par value \$100, and 1,268,286 shares of common stock of no par value.

Francis S. Whitten, chairman of the board of directors of the Columbia Graphophone Mfg. Co., when shown the report that the Universal Security Co. had filed a bill in the Federal court at Wilmington, Del., asking for the appointment of a receiver for the company, said:

"I attach very little importance to this action. Although I have not seen a copy of the bill I understand it was filed by a stockholder. I am at a loss to understand why a stockholder should attempt to embarrass the company at a time when its creditors are co-operating in splendid fashion to preserve this property.

"I am confident that the suit will have no effect upon the carrying out of plans under consideration for the adjustment of the company's financial structure so as to insure the successful continuation of the company's business.

"I know of no grounds, whatever, upon which a stockholder could base the application for the appointment of a receiver, as the company is being conducted by the management elected by the stockholders and everything possible is being done in co-operation with the company's creditors to preserve the stockholders' equity.

"The Universal Security Co. owns of record only about one thousand shares of common stock."

The plans which were under consideration for the adjustment of the company's financial struc-

ture, as mentioned in Mr. Whitten's statement, were announced to the trade a few weeks ago. At that time a committee was formed of representative holders of the \$6,000,000 five-year 8 per cent notes of the Columbia Graphophone Mfg. Co. The committee is composed of Harold Stanley, vice-president of the Guaranty Trust Co.; Hermann Kinnicutt, of Kissel, Kinnicutt & Co.; Beyard Dominick, of Dominick & Dominick, and A. W. Butler, of Butler, Herrick & Kipp.

This committee, which was formed to seek deposits of the 8 per cent notes, was the result of the efforts of the various committees representing substantially all of the company's bank and merchandise creditors who were busy for some time in preparing a plan to readjust the company's indebtedness without interference with the continuation or development of the business. These banks and merchandise creditors hold about 75 per cent of the Columbia Graphophone Mfg. Co.'s total indebtedness. After the committee of note-holders had been formed, arrangements were made whereby the note-holders depositing their holdings were assured the interest payments which were due on February 1.

Subsequent to the formation of this committee, Mr. Stanley, as chairman, sent a circular to the five-year 8 per cent holders, urging them to deposit their notes with the Guaranty Trust Co. in an effort to make possible a readjustment of the company's finances without resort to a prolonged court reorganization. The circular contained a very interesting letter over Mr. Whitten's signature, in which he gave in detail a statement of the company's present industrial and financial condition, this statement reading as follows:

"In common with many other companies we have been through a period of severe shrinkage in the volume of our business, accompanied by large depreciation of inventory values and other unfavorable factors.

"At the beginning of the period the company had outstanding contracts for large amounts of cabinets and other materials necessary for an extensive manufacturing program, anticipating that 1921 business would be commensurate with 1920 business. However, 1921 sales were approximately \$19,000,000 as against \$47,000,000 in 1920.

"On December 31, 1921, the company owed large amounts to banks and merchandise creditors; this debt, with the \$6,000,000 five-year 8 per cent gold notes, and approximately \$250,000 real estate mortgages, made a total direct indebtedness of about \$23,200,000. Representatives of the creditors have made an intensive study of the company's condition in an effort to get a correct view of the company's present situation and prospects for the future.

"As a result of their efforts substantial concessions have been made by the merchandise creditors and marked progress has been effected in the reduction of the company's commitments. In my judgment the company has a good future under fair normal operating conditions, with economies that have not been possible in the circumstances with which we have been confronted.

"On December 31, 1921, the company had current assets valued on a conservative going concern basis in excess of \$21,600,000, after writing off upward of \$7,700,000. These figures were arrived at by a very recent and thorough reappraisal of the current assets. The company has in addition plants and investments that are carried at a figure in excess of \$9,000,000.

"The company has also contingent liabilities in respect of \$1,625,000 first mortgage bonds and \$1,925,000 preferred stock of Columbia Graphophone Factories Corp., which owns the company's plants in Toronto and Baltimore. These plants are leased to this company, which also owns all the common stock of the Factories Corp. The matter of the company's obligations

on the Factories Corp.'s lease is now under consideration.

"The company is faced with the necessity of being relieved for the time being from payments on account of its indebtedness. The representatives of the banks and merchandise creditors, speaking for over \$15,000,000 of the company's debt, are agreed upon the necessity for this relief, and it is hoped that your committee will co-operate with them to obtain this result.

"Prompt action by the note-holders is essential to carry out necessary plans for a voluntary readjustment of the company's finances and is to the interest of all creditors, including note-holders. The sooner this can be brought about the more rapidly will the inevitable benefits in operation accrue to the company. The only alternative is an expensive and protracted court reorganization, resulting in needless delay in the financial readjustment and loss for all concerned, which can and should be avoided.

"Note holders should bear in mind that the notes are wholly unsecured and have no priority over any of the other indebtedness of the company."

It is the consensus of opinion in the financial world that the plans which were recently completed for the adjustment of the company's financial affairs, practically insure the continuation of the business without interruption, and there is an undercurrent of optimism and confidence that is keenly appreciated by the Columbia organization.

### THE 1922 VICTOR RECORD CATALOG

The Latest Issue of This Remarkable Book Really Represents a Forward Step in the Production of Musical Literature

There is now in the hands of Victor dealers for distribution the 1922 catalog of Victor records, an impressive volume of 500 pages or more, and offering what is considered an unparalleled collection of music of all sorts and of all nations, to say nothing of musical information and facts regarding famous artists that form in themselves the basis for a liberal musical education.

The Victor trade is so familiar with the Victor record catalog that it is likely that many of those most active in the selling of Victor products fail to realize just what is really offered to them and to the public in that comprehensive volume which, as it stands to-day, represents the results of over twenty years' work in developing a magnificent library of the best in music. Incidentally, the Victor record catalog presents to the public an introduction to the voices of those great artists who will never be heard again in the flesh, among whom, of course, Enrico Caruso stands first, with the list including Evan Williams, Maud Powell, Plancon and an impressive number of others.

The catalog does not represent simply a listing of records, but tells the story of those responsible for the music, of those who recorded it, something about the character of the selection and the message it conveys, and information generally that would, if gathered by the individual, require many months of research.

The Victor record catalog for 1922 has been featured most emphatically in the company's advertising in the February magazines and is presented to the public in a manner that should bring strong and immediate response to the retailer.

### P. HENRY KERLER HONORED

Edward Earl, president of Ilseley-Doubleday & Co., 229 Front street, New York City, manufacturers of Eureka noiseless talking machine lubricant and Ilseley graphite phono string lubricant, has announced the election of P. Henry Kerler, who has been with the company for the past eighteen years, as a director and vice-president. Mr. Kerler is well known throughout the talking machine industry, as he has devoted much of his time to the talking machine lubricant division of the business.

## Business-Building Help

"Service" is the most over-worked word in the American vocabulary. We are not using it any more. We have no Service Department.

That does not mean that we are not doing all we can to help our Dealers build their business to a higher plane, for that is exactly what we are aiming to do.

Our entire organization is made up of folks who have had years of experience in the retail trade—your problems have also been our problems—we want to help.

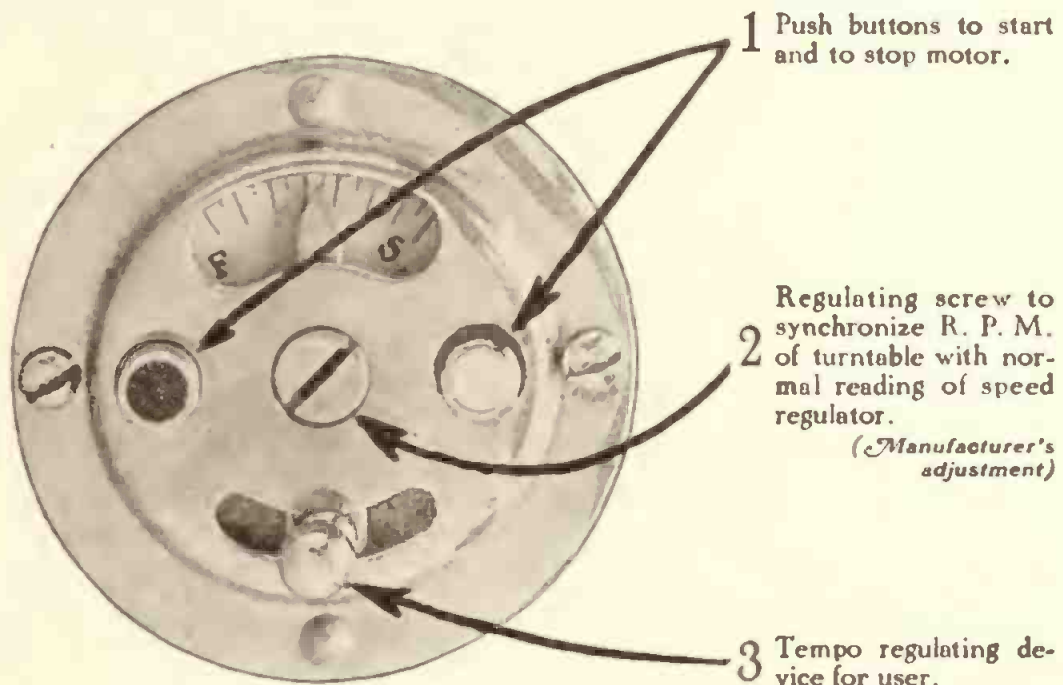
## C. C. MELLOR COMPANY

Victor Wholesalers

1152 Penn Ave. PITTSBURGH, PA.



# A Phonograph Plus—



NOWADAYS, high sales resistance makes it necessary for the dealer to offer more than just a phonograph. Features which are attractive to the eye and that make for easy mechanical operation are desirable — they tend to reduce sales resistance. The Stephenson combined push button brake and speed control is just such a feature. Full particulars will be mailed on request to those interested.

**STEPHENSON**  
 DIVISION  
 DE CAMP & SLOAN INC.  
 One Hundred and Seventy Pennington Street  
 Newark, New Jersey





# CLEVELAND

*Important Brunswick Move—DuBreuil Becomes Manager—Granby Expansion—To Hold Edison School—Columbia Changes—The News*

CLEVELAND, O., February 6.—The announced consolidation of the Brunswick-Balke-Collender Co.'s phonograph division in this territory has become a reality. This move includes Cleveland, Pittsburgh and Buffalo, together with western Pennsylvania, western New York, Ohio and parts of West Virginia. Headquarters have been established at Cleveland and the staff has been so augmented as to facilitate prompt and efficient service to the dealer.

J. L. Du Breuil, who has made a name for himself in this territory as branch manager for the Columbia Graphophone Co., has been appointed district manager. His first official act was to make a complete tour of the district conferring with dealers and salesmen. During the trip he lined up several big business interests with whom he is conducting negotiations for handling phonographs.

Mr. Du Breuil has announced the appointment of E. F. Hughes as dealers' service director. Mr. Hughes was formerly connected with the local Columbia branch in the same capacity. He is well versed in the conditions that govern the industry in this district and, backed by a wealth of practical experience covering many years, he should prove a valuable addition to the Brunswick forces.

V. K. Henry, who has been associated with the Cleveland Brunswick branch, has left for Kansas City, where he will resume his old post.

Simultaneously with the announcement of the consolidation came the announcement that in the future the phonograph department of the Brunswick-Balke-Collender Co. would be conducted separately from the rest of the firm's interests.

**To Hold Edison School for Salesmen Here**  
The Phonograph Co., Edison distributor, announces that a session of the Edison School for Salesmen will be held in Cleveland from March 6 to 11. The plans call for the installation of novel instruction to be given through the services of actors coached to illustrate different selling points, ways of handling customers, the right and wrong methods of approach, and other essential details of salesmanship.

This is the first school of the sort to be held in the Cleveland district and is expected to develop much interest in view of the fact that there are already a great number of applications for admission. As yet no definite place has been decided upon for holding the sessions, but an announcement is expected shortly.

#### Appearances of Artists Boost Sales

Local record men are finding great sales stimulation in the personal appearances of various record artists. Colin O'Moore, Vocalion artist, appeared for a week recently at the Allen Theatre. Claire Dux, of the Chicago Opera Co. and record artist for Brunswick, sang at the formal opening of the Cleveland Discount Building, Cleveland's newest skyscraper. Miss Patricia, whose records are listed in the February Victor catalog, appeared personally at the Keith Theatre. Fritz Kreisler, violinist; Gigli, of the Metropolitan Opera Co., and various others are scheduled for local concerts in the near future and dealers are preparing to make the most of their appearances.

#### Edison Publicity Through Actor-Artist

The Phonograph Co., Edison distributor, recently got much publicity from a tone test by Signor Frisco, xylophonist, who was on the bill

at the local Keith vaudeville house. The test was unique inasmuch as Signor Frisco incorporated an Edison instrument in his act and repeated it at every performance. Harry R. Tucker, sales manager of the Phonograph Co., helped to put the stunt across in this big way.

Signor Frisco played his instrument before a curtain which suddenly parted, revealing an Edison machine. He stopped playing—the music was taken up by the machine. It is estimated that the audience totaled 10,000 persons during the week and the act proved to be one of the most popular on the bill. Manager Tucker distributed cards with the listings of the various Frisco records and reports that there was a hearty response from Edison owners.

#### Fisher Co. Gives Up Pathé Jobbing

The Fisher Co., Pathé representative in Ohio, has disposed of its stock in the wholesale business to the Alms & Doepke Co., of Cincinnati, the new Ohio distributors. They will, however, continue in the retail business, and may eventually accept another machine for wholesale distribution.

In connection with the wholesale retirement in Pathé a special sale of the wholesale stock was held which met with almost unprecedented success. During the last few weeks of the sale the turnover averaged 100 machines a day, while the greatest daily total reached was 167 machines. This last is believed to be a record in this territory.

Under the new plans of the Fisher Co. the following officers will continue in their positions: Mrs. C. J. Caldwell, president; R. J. Jamieson, sales manager; F. W. Nearing, special representative.

#### Tone Test Transmitted by Wireless

During the week Frisco's act was also transmitted by radiophone from the laboratories of the Cox Manufacturing Co. He appeared in conjunction with various other artists from the theatre. It was probably the first time that a tone test over wireless had ever been held, and it created much interest as there are about 3,000

## Of Pressing Importance

After seeing that your records are properly recorded, the next important step is to see that they are pressed properly.

The importance of proper pressing cannot be overemphasized.

That is our specialty. Leave all your record pressing problems to us. We have the experience and facilities.

*Write Us To-day*

*Samples and Prices on Request*



**THE BRIDGEPORT DIE AND MACHINE CO.**

170 ELM STREET  
BRIDGEPORT, CONN.





**Admirers of operatic music and of Riccardo Stracciari will soon be asking for his new March record. Tosti's "Ideale" is the name. Here is Stracciari in a new personality. 49971.**

**Columbia Graphophone Co.  
NEW YORK**



receiving stations in the territory, practically all of which "listened in."

**Try New Machine by Radio**

Another feature of the radio program was the trial of a new type phonograph invented by Dr. W. D. Gans. The most unique feature of the new invention is a violin spruce diaphragm. This device worked remarkably well and, in the opinion of Warren R. Cox, who personally supervised the concert, it is the best reproducing device yet tried.

**Plan Two New Granby Warehouses**

The Kennedy-Schultz Co., distributors of Granby phonographs, who recently extended their service, plan on maintaining two separate warehouses, one in Cincinnati and the other in Cleveland, which system will enable them to insure distributors against short stocks. H. C. Schultz, member of the firm, and Harry S. Coplan, general sales manager of the Granby interests in Ohio, recently completed a tour of the territory and announce that dealers and salesmen were never more enthusiastic about the Granby machine.

**Eight Victor Artists to Appear**

This season's contract for the appearance of the Eight Famous Victor Artists was recently signed. The date will be March 6. The concert will be under the auspices of the Northern Ohio Talking Machine Dealers' Association. Samuel H. Deutsch, of the retail trade, will be at the helm as far as arrangements are concerned.

**Changes in Columbia Branch**

George Krauslick, manager of the record department of the Cleveland Columbia branch, has been appointed service department manager for the local Columbia office. Mr. Krauslick is also

a musician and orchestra director, and this, coupled with his experience in the record business, will undoubtedly make him a big aid to the dealers of the territory.

Miss Frances E. Miller becomes secretary to S. S. Larmon, branch manager. George Krauslick has been appointed service manager, and George Murray becomes record department manager. Miss Eleanor Nemic, Miss Gertrude B. George and Miss Blanche Price will assist Messrs. Krauslick and Murray. H. C. Cooley, assistant branch manager, is receiving compliments from dealers who recognize the good service the new organization is giving them.

**A. R. Wiggins Becomes Vocalion Jobber**

A. R. Wiggins has taken over the northern Ohio territory, including Cleveland, as Vocalion representative.

The Hoover-Bond Co., of Ashtabula, announce that they will handle the Brunswick line.

**J. H. Barnes Wins Edison Sales Contest**

The sales contest conducted by the Phonograph Co. for Edison dealers in this territory was won by J. H. Barnes, of George E. Buss Co., New Philadelphia, taking the grand prize for volume of business in dollars and cents. His record was fifty-two sales. The prize was a valuable Hamilton watch. Ten others won prizes of trips to Edison salesmanship schools.

**"Talker" Displaces Artists at Musicale**

Artists are not necessary for a musical club concert. That startling fact was proved at a recent meeting of the Tiffin (O.) Women's Club when a Columbia Italian Renaissance period model instrument took the place of singers at its weekly musicale. The concert was given before a full turnout numbering in the neigh-

borhood of 100, and created such a favorable impression that other events of like nature are contemplated. Carl Abbott, of the Tiffin Music Co., put the plan across with the co-operation of H. C. Cooley, assistant branch manager of Columbia at Cleveland.

According to Mr. Abbott the affair is bound to have a great influence among similar organizations in the smaller towns, because the difficulty of securing talent is great and the perfection of present-day instruments makes them entirely applicable for use in this capacity. He expresses great enthusiasm over the outcome of the idea, and says it has caused much comment throughout the district.

**New Cheney Offices in Pittsburgh**

Announcement that offices have been established in Pittsburgh follows the notice of enlargement of territory that recently came from headquarters of the Cheney Phonograph Sales Co. and the Record Sales Co., of which George R. Madson is president. Marion Cheney will be in charge of the Pennsylvania territory representing both companies. Headquarters are on the sixth floor, 806 Penn avenue, Pittsburgh.

**Plan Increase in Size of Bailey Co.**

Plans for increasing the size of the graphophone department of the Bailey Co. are receiving serious consideration by the official of the concern. E. A. Friedlander, department manager, announces that there has been a steady increase in the amount of business since the beginning of the year and present conditions augur well for a continuance.

**Music Memory Contest Plans**

Dealers throughout this district are linking  
*(Continued on page 146)*

**DEALERS HAVE AN UNLIMITED FIELD**

**Crip-N**  
RECORD FILE  
TRADE MARK

**EVERY PHONOGRAPH OWNER  
A PROSPECT**

The only system giving adequate protection and convenience in the handling of records.

**ONE HAND DOES IT ALL**

Even a Child Safely Handles Records Filed in a "Crip-N"

Capacity Practically Double That of Any Other Method

Write To-day for  
Distributor's Discounts



Readily installed in any Talking Machine



Mahogany Auxiliary Cabinet Capacity 200 Records

**CRIPPEN RECORD FILE CORPORATION, 39 N. Water St., ROCHESTER, N. Y.**



# H.K. Lorentzen

Manufacturer of

**Exclusive Cabinet Hardware and Accessories**  
60 Grand Street  
New York City

## TRADE HAPPENINGS IN CLEVELAND

(Continued from page 145)

the music memory contest, which will be held March 8, with the Cleveland Orchestra in charge of the program, more closely with the record end of their business.

This event has potentialities of unbelievable importance inasmuch as all the school children of Cleveland and Lakewood are interested and many of them will be in the actual competition. According to Miss Grazella Puliver, publicity director of the Cleveland Talking Machine Co., the effects of this event are already becoming evident, especially as regards children. At the present time it is nothing uncommon for a youngster to come into a store and ask for a record correctly, the name of which would defy the average grown-up.

### Hold Successful Children's Parties

Miss Lillian Meier, branch manager of the L. Meier & Sons Co., recently put over an idea that is both unique and practical. She interviewed school officials and obtained the names of 100 pupils and their addresses, then sent a hand-written invitation to each of them to be present at a party at the firm's West Twenty-fifth-Denison store.

The response was 100 per cent and Miss Meier did herself proud as hostess. Each child received a bag of candy together with a miniature edition of the famous Victor dog. Records with a direct appeal to the children were played and the children as well as the Meier Co. voted it one grand afternoon. Another party held at the same store was termed a chocolate luncheon. The Forbes Chocolate Co., a local concern, supplied the chocolate, and all the latest records were played for the benefit of the women and their children who had been invited to the store. A list of those attending was obtained, which will prove useful in a follow-up campaign.

### Harmony Music Shoppe Pushes Steger

The Harmony Music Shoppe announces that with the first of February it will devote its entire efforts to the Steger agency. Mrs. M. M. Smith, department manager, says that the move was decided upon

in view of the fact that Steger prices have been cut to a pre-war basis. The event has been marked with an extensive advertising campaign and special window displays.

The Harmony also announces that it is handling German-made records for the first time since the conclusion of the war. Walter S. Raeder, member of the firm, expresses the belief that the new records are the clearest he has ever heard. Okeh records are also being featured.

### Magnolia Machine Makes Début

Another new machine has made its appearance here. It is the Magnolia, manufactured by the M. Schulz Co., Chicago. F. L. Stelker, local manager, is busy preparing a publicity campaign.

## SECURING IDEAS FROM EMPLOYEES

George W. Gray's Timely Comment on a Subject of Outstanding Importance

The following interesting discussion, relative to executives securing valuable ideas and suggestions from employes, appeared in Business, of which George W. Gray is the author.

"All managers know that among the ranks of the employes, even in the upper ranks, there are very few minds from which proceed original ideas, simple or complex. Creative genius is laggard, at least in expressing itself. Two closely related feelings entertained by employes are partly responsible for this dearth of suggestions. The first is a lack of self-confidence. The second is a diffidence about offering advice to the management, which is based on the assumption that ideas from below are not welcomed. Employes must be systematically encouraged to study the problems of production and management, and to reveal their conclusions.

"The management, however, is not universally to blame for the employes' conviction that suggestions are unwelcome. One executive tells of how, as a boy, he went to his foreman with a suggestion for a new foot control that would speed up the machines. The foreman ultimately rejected the idea as too expensive. The executive states that the essence of his idea is now

embodied in machines of the type affected. This problem of the adverse attitude toward suggestions, frequently persisted in by foremen and other minor executives, is an exceedingly serious one. A mere invitation is not enough to combat this situation and to stimulate the self-confidence and enthusiasm of the employes. An effective suggestion system really has to create a market for suggestions, has to bid for suggestions and place a premium on them. There must be some extra incentive to produce the extra work. It must be made perfectly clear from the outset that the management regards the making of suggestions as extra work for which the employe is entitled to receive additional compensation.

"A large specialty store in New York has placed a suggestion box in the vestibule of its employes' entrance. This store is an active concern, advertising on a large scale and enjoying a wide patronage. But recently the manager realized that the big profits were leaking out through small but insidious inefficiencies. He summoned an efficiency engineer, but, like some other managers, he refused to take the engineer's advice. He wouldn't install a real suggestion system. He wouldn't offer the additional and essential incentive. He took the attitude that he was paying the employes for their time, and that he was entitled to everything they could do without further cost to him. The result has been that the suggestion box is regarded as a joke. A few anonymous, trivial, flippant and generally worthless suggestions have been passed in, but that is all.

"It is not true, however, that the additional incentive must be supplied in the form of cash. In principle the requirement is for recognition and for some token of esteem. One manager finds that he can operate by giving the maker of a helpful suggestion a purse, a fountain pen or some similar article. In order to avoid selecting an article which will not satisfy the tastes of the particular person making a suggestion, as may easily happen in a concern employing a large number of people, some companies have arranged to have an assortment of articles from which the individual may choose. This array of prizes may be displayed, or it may be photographed and the photograph may be exhibited. Another firm has found that a well-defined yearning for honor and distinction has made the award of medals a satisfactory compensation for suggestions."

## RUDD & RIX OCCUPY NEW HOME

ILION, N. Y., February 7.—Rudd & Rix, talking machine dealers, of this city, have completed the moving of their stock into new quarters on Main and Otsego streets. The new home is much larger and more advantageously located than the former establishment. A number of record demonstration booths and other modern fixtures are features of the new store.

## Phonograph Dealers—

People who cannot afford to buy Phonographs are buying Violins, Guitars, Banjos, Ukuleles, etc.

### Why Wait

and let this business go by your shop?

Extend your line to include

DURRO VIOLINS, BOWS, STRINGS, Etc.

LESTER & SALANTI ACCORDEONS

ABBOTT BAND INSTRUMENTS

DUSS BAND HARMONICAS

S. S. STEWART BANJOS, GUITARS, UKULELES

OUR POPULAR LINES OF ACCESSORIES

They will not add to your overhead expense.

They are quick sellers and yield liberal profits.

They make fine displays and draw repeating customers.



DURRO  
Choice of Artists  
Throughout the World

Write today for complete catalog and assortments  
for Phonograph Dealers

## BUEGELEISEN & JACOBSON

5-7-9 UNION SQUARE

NEW YORK





**JOBBER:**

---

CABINET & ACCESSORIES CO.,  
145 East 34th St.,  
New York, N. Y.

---

IROQUOIS SALES CO.,  
210 Franklin St.,  
Buffalo, N. Y.

---

E. B. SHIDDELL,  
142 Berkeley St.,  
Boston, Mass.

---

DAVENPORT PHONO.  
& ACCESS. CO.,  
217 Brady St.,  
Davenport, Ia.

---

UTICA'S GIFT &  
JEWELRY SHOP,  
Utica, N. Y.

---

J. R. POLK FURN. CO.,  
294 Decatur St.,  
Atlanta, Ga.

---

VOCALION CO.  
OF OHIO  
Cincinnati, O.

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VOCALION CO.  
OF OHIO  
Cleveland, O.

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# The OUTING

**A Real  
Machine-  
Made  
Portable**

Size: 8 in. x 14 in. x 15 in.  
Weight: Complete, including album,  
22 lbs.

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design.

Superior tone quality.

Built to give years of satisfactory service.

*Dealers in territories where jobbers have not yet been appointed will be given full details as to source of supply by communicating direct with us.*




---

*Dealers in Mexico and Cuba should send orders and inquiries to*

R. C. ACKERMAN, 291 East 162nd Street, NEW YORK

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**THE OUTING TALKING MACHINE CO.**  
MT. KISCO, N. Y.



### NEW FOREIGN LANGUAGE RECORDS

Columbia Co. Announces New List of Records of Great Importance—Recorded in Europe by Messrs. Kubieus and Gloetzner, of Foreign Language Division—Comprise Recordings Made in All Important European Countries

The Columbia Graphophone Co. will shortly announce to the trade a complete new list of foreign language records which will be added to the company's present extensive foreign language catalog. These records comprise a wide selection of foreign language numbers recorded in Europe by H. C. Kubieus, of the foreign language department, who, in conjunction with John Gloetzner, a Columbia recording expert, has just returned from a trip through European countries.

Mr. Kubieus directed this enterprising trip for the Columbia Co., while Mr. Gloetzner was responsible for the recordings. In order to secure the best possible results, a Columbia recording machine was taken along for the purpose, and all of the wax blanks used in the recordings were imported for this purpose. This step was taken to insure perfect recordings, as they believe that recording machines and recording wax blanks are considered superior to those of European manufacture.

These new records will comprise native songs and selections from the following countries which the Columbia representatives visited: Bohemia, Poland, Germany, Hungary, Czechoslovakia, Austria and all the Scandinavian countries. As they are both familiar with the foreign language field in every detail, the records made under their supervision promise to be a noteworthy addition to the Columbia foreign record catalog.

Mr. Kubieus, in a chat with *The World*, stated that the talent obtained for the making of these records were the best in their respective countries, and that no pains were spared to make them perfect in every way. It is expected that the demand for these records will more than

repay for the effort, time and money spent by the Columbia Co. in securing them, and this trip emphasizes the splendid service which this company is endeavoring to give its large foreign record trade.

### DA-LITE SIGNS PROVING POPULAR

Over Fifty Victor Jobbers Now Distributing This Sign Service—Signs Act as Record Sales Stimulant Whenever They Are Used

TOLEDO, O., February 8.—The Da-Lite Electric Display Co., of this city, manufacturer of the popular series of display signs being used by Victor dealers throughout the country, is meeting with considerable success in developing a market for its product. At the present time Harry Cuddeback, head of the company, is co-operating with the Victor jobbers in presenting this sign to the dealers and, as a result of his efforts, over fifty Victor wholesalers are now distributing the service.

The sign service, conceived by the Da-Lite Electric Display Co., embodies many unique features which have found a hearty welcome from Victor dealers. The selections presented on these signs are chosen with exceptional care and consideration and the Victor dealers have found that the use of these signs acts as a marked stimulant to the sale of the records that are featured.

### DANIELS & FISHER ALTERATIONS

DENVER, COL., February 7.—The talking machine department of the Daniels & Fisher store here has been enlarged and it now occupies double the space of former days. The entire department was also redecorated and it now ranks with the best in attractiveness. Victor and Sonora machines are handled.

The Record Service Shop, of Two Rivers, Wis., has been purchased by Gerald Glaeser, a former employe.

### NEW SONORA POSTER READY

Twenty-four-sheet Poster Announced by Sonora Advertising Department Will Produce Sales for Dealers—Striking in Character

The new twenty-four-sheet poster illustrated herewith has just been received from the lithographers, and is one of the most magnificent pieces of outdoor display advertising ever put out by Sonora. It will prove a tremendous business bringer for Sonora dealers who make use of it, and because of its brilliant coloring and



One of the Latest Sonora Posters striking design will stand out from the mass of billboard advertising.

The name Sonora in white letters with a red outline is over six feet long and appears against a background of rich, deep blue. The big French windows to the left are life size and disclose an outdoor scene beyond in high sunlight, brilliantly painted in natural colors. Against this gorgeous landscape, and just to one side of the window, the bulge model Sonora stands out like an actual machine. The whole is eight feet by ten inches high and nineteen feet by eight inches wide.

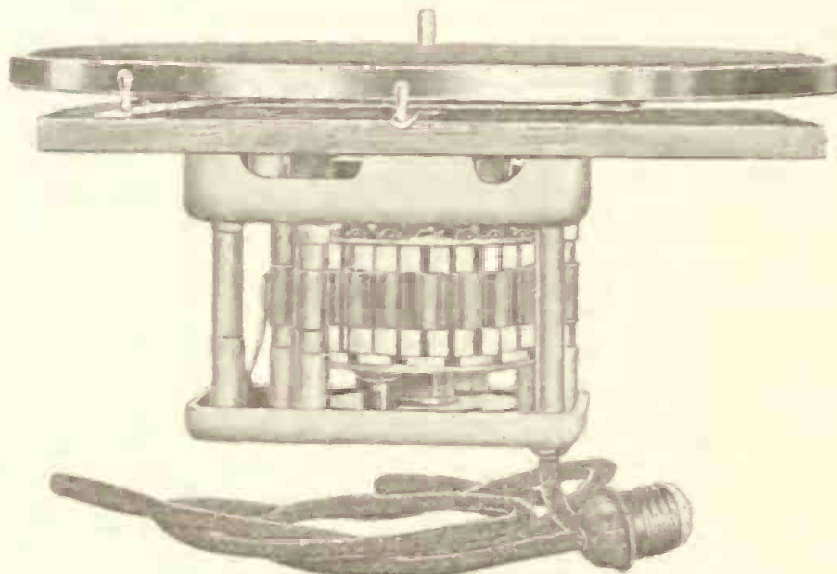
No adequate idea of the size and beauty of the poster can be obtained from the cut or a mere description. It must be seen to be appreciated. Big space is allowed at bottom for the dealer's name and address.

The salesman who is not "sold" on his own line had better attach himself to another.

## AT LAST

### A Slow Speed, Silent Universal Electric Phonograph Motor Operating at Turn Table Speed

Running Equally Well on Alternating or Direct Current Unaffected by Fluctuations in Voltage



Model B. H. Weight 5 lbs. complete with Turn Table

*Dealers,  
Write for  
Particulars,  
Prices and  
Discounts*

*Manufacturers,  
Consider This  
and Write for  
Equipment  
Proposition*

The only Electric Universal Phonograph Motor that is silent, dependable and can be used in place of Spring Motor without Cabinet Alterations.

Manufactured by

**ARROW MOTOR & MACHINE CO.**

727-739 Frelinghuysen Avenue  
NEWARK, N. J., U. S. A.



## EFFICIENT PLANT OF CHENEY TALKING MACHINE CO.

Some of the Many Modern Features of the Big Cheney Factory in Grand Rapids That Make Possible the Production of Phonographs of Quality—Absolute Accuracy a Factor

GRAND RAPIDS, MICH., February 8.—The word "quality," as applied to a manufactured product of almost any kind, is often grossly misused. Even if one buys the very best material and employs the most skilled and experienced men, the product cannot on that account alone be legitimately called a "quality" product. One may go even further than that. Concerns with splendid ideas, and whose products have been protected by absolute patents which, if properly worked out commercially, would have made immense fortunes, have failed utterly because they have not been able to translate those ideas into terms of dependable merchandise.

Granted a good idea for a product, financial ability to purchase the best materials, to provide adequate machinery and adequate brains for intelligent workmanship, there are still other conditions absolutely necessary in order to obtain the highest success. There must be executive ability to so utilize materials, processes and money as to carry out to the fullest the ideas of the inventor. Furthermore, there must be a continuous inspection system, a checking-up at every stage of the manufacture, so as to assure complete co-ordination of skilled labor, material and processes.

The writer has never seen more perfect co-ordination of the factors necessary in the production of a "quality" product than during a recent visit to the factories of the Cheney Talking Machine Co., in this city. It would take twice the space of this article to give an adequate description of the wood-working plant alone, and similar space to do justice to the metal-working plant which turns out their motors, tone arms and similar equipment. Consequently one can only generalize.

After one has walked through ten acres of wood-working plant and over the many thousands of square feet occupied by the metal-working departments one has amassed a collection of very distinct impressions. One has become convinced not only that every possible provision has been made for eliminating or correcting errors, but that the whole force, from inventor, general manager and staff down to the humblest worker, stands back of the factory's work solidly and enthusiastically.

As everyone in the talking machine field knows, the Cheney instrument is in many respects unique. It owes its existence to Forrest Cheney, a professional musician of wide reputation, who planned it after years of careful and painstaking experimentation. He sought to embody in it the principles which have been worked out in the resonating air chambers of the pipe organ, merged into one synchronized series of tone chambers with a resonator carved from the pattern of that violin to which, as an artist, he devoted years of his life. To produce commercially an instrument equal in tonal effect to the model he had built in his own study on radically new lines was indeed a task of large proportions.

The visitor to the Cheney factories to-day goes away convinced that this task has been done well. Special machinery had to be devised to meet the particular needs. Extraordinary accuracy had to be used in order to secure in quantity uniformity of product, so that every Cheney would get the tonal results of the laboratory-made model. They tell one over there that a variation of a sixteenth of an inch in the offset of the little palate in the resonator was found to cause a defect in the reproduction of certain tones. It was also discovered that a seemingly minor detail like the casting of an inner ridge in the base of the tone arm perceptibly affected the quality of tone produced.

From their experience in production they have evolved a system of inspection which is simply wonderful. Every worker in every department must know whether the part he is to work on has been made correctly, whether the material is right and the processes have done their perfect

work. Besides this, there is an army of special inspectors at the close of every process and the beginning of every other. It is a system of check upon check, producing results to which Cheney distributors and dealers can testify. One little item will show the extreme care used in the construction of the tone-reproducing apparatus of the Cheney. The wood used in the acoustic throat and orchestral section is selected with the greatest care. Specific logs are selected and their wood is seasoned for a long time before being used for the acoustic parts.

The Cheney Co. attribute the smoothness with which their organization works and the perfect co-operation of the workers with their department heads to their regular system of conferences, which is developed to the highest degree in this institution. The factories are divided into four organizations under their respective heads, who in turn are directly responsible, for all which comes within their scope of authority, to the factory manager. Meetings of these sections convene automatically each day at appointed hours. Each has its permanent chairman and vice-chairman, so that there is no chance of postponement because an executive is absent. Certain topics are thoroughly gone over at each of these meetings, such as production, quality, standards, labor, etc. Then there is a meeting held daily, including two or more of the leaders in each of the respective organizations, at which are discussed general matters common to all of the divisions. At these meetings certain schedules are set and it is an old saying in the Cheney organization that once a schedule is set it is an unwritten law that it must be met. In fact, schedules are always met and often exceeded.

In this whole great organization every man is made to realize his individual responsibility. Each must make his goal or he has retarded the progress of the entire unit.

Anyone who has spent a day in the Cheney factory, after talking with Forrest Cheney, Factory Manager F. H. Doerr and the staff of enthusiastic department heads, must be convinced that the company is laying its foundations sure and strong. In a chat with Professor Cheney he said: "The advent of the Cheney was not heralded with a blare of trumpets nor have we used sensational advertising methods at any time. Some people think that we have been too conservative, but we have simply sought to inform the public and give them actual news regarding the Cheney and setting forth the technical means by which our results are secured. Notwithstanding any statement you may hear to the contrary, the judgment of the public can be trusted to the last degree. Any good violinist will draw a crowd, but only a supreme master like Kreisler or Heifetz will pack the largest auditorium you can find. We have reason to be especially pleased that so many skilled musicians, orchestra leaders, orchestral specialists and vocalists have purchased Cheney instruments and are enthusiastic over their tonal beauties. This is to us convincing proof that we are realizing the artistic ideals upon which this business was founded."

### MISS ETHEL McNAMARA IS WED

CLEVELAND, O., February 7.—Miss Ethel McNamara, daughter of W. J. McNamara, president of the Empire Phono Parts Co., manufacturer of tone arms and sound boxes, was married to William Wallace Hutchisson, son of H. Hutchisson, head of the Luktmeier Co., one of the largest hardware concerns in the Middle West, here on February 4.

Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., of Camden, N. J., has returned from a transcontinental tour of the leading talking machine markets.



## HOMOKORD RECORDS ARE BACK!

announcement

The Homophon Co.  
G. M. B. H.

Berlin, Germany

Appointed us January 1st

Sole Importers and  
Distributors  
for the

UNITED STATES OF  
AMERICA

of their well known Homokord  
Records

The most popular Foreign Record—and the most profitable — for the dealer and jobber.

Homokord lateral cut, double face record—that plays on all machines—is the standard of Europe—recordings that are not merely reproductions—but actual duplications of the best European Artists—in German and 34 other languages.

Everything in music—Opera, Vocal, Instrumental, Dances, the very latest hits from overseas. Large stock always on hand for immediate delivery.

## Dealers! Jobbers!

Grasp this opportunity  
AT ONCE to represent  
HOMOKORD in your  
district

Phone, Wire, Write  
**RIGHT NOW!**

HEGEMAN-STEWART CORP.  
338 Washington Street  
New York City

Phone: Walker 6166-6167



**HEALTH BUILDERS IN TRUTH**

President of Health Builders, Inc., Tells Why He Is Not Afraid of the "Flu"—The "Daily Dozen" Set to Music Grows in Favor

"Why I Am Not Afraid of the Flu," by Robert B. Wheelan, was the title of a timely advertisement placed in several of the metropolitan dailies during the period when the number of flu cases were steadily growing day by day. Mr. Wheelan is president of Health Builders, Inc., New York, which produces a set of health building records of the same name which are Walter Camp's "Daily Dozen" set to music. This advertisement, which was in the form of a news article, interestingly set forth the ability to ward off the attacks of a contagious germ when the body is kept fit. The efficiency and timeliness of this advertisement is to be found in the report that three days subsequent to the appearance of this advertisement the business of the metropolitan retailers carrying the Health Builders' course increased 300 per cent.

Mr. Wheelan reports that the Health Builders' course is increasing steadily in popularity among talking machine dealers. It was last October that this course was originally placed in the hands of the dealers and every month since then the volume of sales through the talking machine retailer has doubled itself. It was remarkable that the month of January, which is ordinarily expected to be a quite month, doubled the total sales of December to retailers.

As an instance of progressiveness, Mr. Wheeler called attention to a Columbia dealer of Warsaw, Va., who, with the aid of a Ford truck, placed a set of Health Builder records on trial in every school that was equipped with a talking machine and those who were not he also provided with a phonograph. This dealer received considerable encouragement in that out of the first twenty-four outfits placed twenty-two sales were consummated and he plans to extend this work throughout the entire State of Virginia.

Health Builders, Inc., is conducting an extensive advertising campaign and in this month of February is represented in fifty-four advertising mediums.

**JOBBER MAKING ARRANGEMENTS**

The arrangements committee of the National Association of Talking Machine Jobbers is holding a meeting at the offices of the Silas E. Pearsall Co., New York, just as the February issue of The World is going to press. At this meeting detailed arrangements will be made regarding this year's convention, and as soon as everything is arranged the jobbers will be advised accordingly.

**M. E. LYLE JOINS STRAND FORCES**

Well-known Executive Will Represent Manufacturers' Phonograph Co. in South—Ideally Qualified for New Work

Mervin E. Lyle, formerly associated for fifteen years with the Columbia Graphophone Co., and well known in the industry from coast to coast, has joined the staff of the Manufacturers Phonograph Co., New York, manufacturer of the Strand phonograph. He will represent the company in the South, with headquarters at Atlanta, Ga., and he left New York the early part of the week to establish offices in that city.

The acquisition of Mr. Lyle to the organization of the Manufacturers' Phonograph Co. is a distinct tribute to the success that the Strand phonograph has achieved since it was placed on the market a few months ago. A keen student of merchandising and familiar with every phase of the industry in all of its important developments, Mr. Lyle became identified with the Strand organization after a careful investigation of the product and its sales possibilities. Mr. Lyle has studied the talking machine field from every possible angle, having occupied important executive posts in the manufacturing, sales and development divisions of the business. He has been particularly interested in co-operating with the dealers wherever possible and will be in a splendid position to give practical service to the Strand representatives in his territory.

**PHILADELPHIA VOCALION JOBBERS**

Lincoln Business Bureau to Act as Distributors for Both Vocalion Phonographs and Red Records in Quaker City Territory

Oscar W. Ray, general manager of the wholesale Vocalion record department of the Aeolian Co., recently announced the appointment of the Lincoln Business Bureau, 1011 Race street, Philadelphia, Pa., as distributor for Vocalion phonographs and Red records in the Philadelphia territory. Stocks of both machines and records have already been shipped to the new distributor, who is now in a position to meet the requirements of Vocalion dealers in and about Philadelphia.

The Lincoln Business Bureau has been established for a number of years and has heretofore specialized in filing devices and office equipment. The concern has two large floors in the heart of the wholesale district, with abundant facilities for keeping on hand at all times a large stock of machines and records.

**R. E. CLIFFORD'S NEW POST**

Robert E. Clifford, formerly Eastern sales manager of the Cardinal Phonograph Co., has been appointed exclusive sales representative for New England for the Puritan record, which will be manufactured by the Bridgeport Die & Machine Co., Bridgeport, Conn. This record will retail at 50 cents, and Mr. Clifford, who has established temporary offices at 351 West Fifty-fifth street, New York, is planning an intensive drive for dealers throughout New England.

**E. J. DINGLEY GUEST AT LUNCHEON**

Edward J. Dingley, assistant sales manager of the Victor Talking Machine Co., was a visitor to New York recently. An informal luncheon in his honor was arranged by Clarence L. Price, vice-president of Ormes, Inc., Victor distributor, at which other New York jobbers were present.

W. C. Thomas, president of the Tampa Hardware Co., Columbia distributor at Tampa, Fla., was a visitor at Columbia headquarters in New York recently. His visit was for the discussion of plans for the distribution of Columbia Grafonolas in southern Florida during the coming year. He predicts a healthy and normal demand for Columbia products during 1922.

**TRADE IN CANTON ON UP GRADE**

Business Shows Improvement Following a Quiet January—Leading Companies Are Optimistic Regarding Outlook—Cope & Son's Purchase

CANTON, O., February 6.—The talking machine and record business here seems at last to be on the up-grade after what is said to have been one of the most quiet business periods during the past year. Following a brisk holiday business, there was a decided slump during the first few weeks of January, which is now happily past history.

Prospective purchasers of talking machines here desire the better grade of instruments, but they are unable to assume the obligation which a purchase such as this entails, due to slack industrial conditions here, and, consequently, most sales consist of the cheaper machines. The industrial situation is picking up, however, and dealers are looking to the future with considerable optimism.

C. M. Alford, head of the Alford & Fryar Co., reports the Starr phonograph business as very satisfactory in the face of existing conditions. This firm is making many sales, and the volume of business this year is already in excess of the corresponding period of last year.

January proved a fair month for the Edison product here, according to an official of the Rhines Edison shop, the newest music shop in Canton. He reports that Edison records experienced an unusually good month.

The George C. Wille Co., Victor distributor, has acquired a large storeroom at Cleveland avenue and Third street, which will be used for a talking machine and piano storeroom. The company expects to change locations soon and it is believed the store will be located at the Cleveland avenue site in about another year. Victor business in January fell off, compared to previous months, but optimism prevails with this concern, and February is doing well.

Purchase of the entire stock of the Cassaday Co. and lease of the entire store building at 314 East Main street, Alliance, O., have been made by T. W. Cope & Sons, that city, Pathé distributors. After March 1 the Cope Co. will be located in the new location.

The Van Fossen-Smiley Co., Sonora dealer, is without a president as the result of the recent death of S. B. Van Fossen. Mr. Smiley has been made acting president until the annual meeting in April, when new officers will be elected.

The Rudolph Wurlitzer Co., which recently opened a store in the New Northern Hotel building, Sixth street and Market avenue, here, will add a line of talking machines and sheet music, it was announced by M. M. Potee, manager.

No successor to R. E. Jones, recently resigned manager of the talking machine department at the William A. Zollinger & Sons Co., has been named. Mr. Jones is now with the George R. Dales & Sons Co., Akron, O.

**REPAIR MEN CAN BOOST SALES**

One factor for increasing business, particularly record sales, which is often overlooked by the talking machine merchant is through the medium of the repair staff. The repairman should be kept supplied with a few of the latest records for demonstrating when his work is finished. A catchy air will often arouse interest and terminate in a sale.

**MOTORS**

(Swiss)

**DOUBLE SPRING**

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

**MERMOD & CO.,** 874 Broadway N. Y.

**90%**

Of All Phonograph Spring Trouble Absolutely Eliminated by

**Anaconda Lubricant**



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

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

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

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

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

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



Two fox-trots that will go big. "Marie" and "Down the Old Church Aisle," from *Greenwich Village Follies of 1921*. Yes, they are played by Ted Lewis and His Band. A-3538.

Columbia Graphophone Co.  
NEW YORK



### RETIRE FROM HARGER & BLSH

Geo. C., Herman F. and Gustave U. Silzer Terminate Active Connection With This Old-time Firm—Future Plans Not Announced

DES MOINES, IA., February 10.—The plans for the formation of Silzer & Bros. to conduct the Edison jobbing business from this city did not materialize as described in a previous issue of *The World*. George C. Silzer and Herman F. Silzer, of Des Moines, and Gus. U. Silzer, of Sioux City, have announced the termination of their active connection with the firm of Harger & Blish, Inc., Edison jobbers of Des Moines and Sioux City.

George C. Silzer had been connected with the Harger & Blish concern for a period of twenty-eight years, G. U. Silzer for fourteen years and H. F. for twelve years, the three together constituting the minority stockholders in the company. George Silzer was president of the Edison Disc Jobbers' Association in 1920. He is now only forty-two, though with twenty-eight years of experience in the phonograph field—in fact, his Edison jobbing connection is the only business connection he ever had. His future plans have not as yet been announced. His brothers are already located in other lines of industry.

### ACTIVITIES OF REGAL SALES STAFF

Chas. L. Hug Will Cover Long Island Territory —C. F. Usher Leaves for Western Trip

Chas. L. Hug, well known in the metropolitan retail trade, has been appointed a member of the sales staff of the Regal Record Co., New York, and will cover Long Island territory in behalf of Regal records. Mr. Hug was formerly identified with a retail concern in Long Island and is thoroughly familiar with the general situation in his territory.

C. F. Usher, of the general sales staff of the Regal Record Co., left recently for a three weeks' Western trip, upon which he will call on all of the Regal salesmen in the field. He plans to visit Pennsylvania, Ohio and adjacent States as far west as Michigan.

### INTRODUCE THE O'DOWD RECORDS

Thomas O'Dowd, the well-known singer of Irish songs for records, composer of Irish patriotic songs, has just placed upon the market, in record form, a series of his compositions, under the trade name O'Dowd Record. He thus becomes a composer, publisher, singer and manufacturer, which is, indeed, a unique position. Among his latest record issues are several timely numbers released under the caption "St. Patrick's Day Records." The address of this new company is 260 East 129th street, New York City. Mr. O'Dowd made a transcontinental tour with Mr. De Valera, the former President of the Irish Republic, and is quite active in Irish circles.

M. Phillips, Columbia dealer, of Seventh street, Washington, D. C., has been forced to enlarge his store because of increasing business.

### OUTING T. M. CO. INCORPORATES

Manufacturer of Outing Portable Phonograph Extends Activities—Several New Jobbers Appointed to Distribute This Company's Line

The Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing portable phonograph, was incorporated recently under the laws of the State of New York with a capital stock of \$40,000. Several prominent business men are identified with the company and A. J. Coté, who established the concern, has been elected president and general manager. In a chat with *The World* Mr. Coté stated that the company is making rapid headway and at the present time its list of distributors comprises the following well-known concerns: Cabinet & Accessories Co. New York; the Iroquois Sales Co., Buffalo, N. Y.; E. B. Shiddell, Boston, Mass.; Vocalion Co., of Ohio, Cincinnati and Cleveland; the Davenport Phonograph & Accessories Co., Davenport, Ia.; Utica Gift & Jewelry Shop, Utica, N. Y., and the J. K. Polk Furniture Co., Atlanta, Ga.

### COMPANIES MUST NOT BE CONFUSED

Starr Piano Co., Richmond, Ind., Issues Important Statement Regarding Remington Product

A statement has been issued to the trade by the Starr Piano Co., of Richmond, Ind., calling attention to the fact that the Remington phonographs or pianos made by it should in no way be confused with the Remington Phonograph Co. or the products of the latter concern, the affairs of which were recently put in the hands of receivers. The name "Remington," as applied to musical instruments, has been the property for a great many years of the Starr Piano Co., which is one of the oldest and financially strongest manufacturing concerns of the music industry. The Remington name controlled by this concern and used on its products has attained an excellent standing in the trade.

### IOWA VICTOR DEALERS MEET

Victor Dealers in Iowa District Covered by Mickel Bros., Distributors, Convene

MASON CITY, IA., February 7.—A Victor dealers' district meeting was held recently, under the auspices of Mickel Bros., Victor distributors, of Omaha, Neb. Those present included: Lillian Hockspeies, New Hampton; Mr. and Mrs. John Vance, Mrs. Jessie Vance, Gail White, Gladys Kaiser, Mason City; Robert G. Murphy, Nora Springs; Herman Schultz, Belmond; John Messing, Algona; M. O. Evans, Joice; J. B. Patterson, Clear Lake; W. W. Hunter, Northwood; R. W. Anderson, Charles City; C. D. Welty, Britt; Ed. Strube, Estherville; H. A. Lesloit, Cresco. Representatives of Mickel Bros. present were: George E. Mickel, president; H. B. Sixsmith, sales manager, and G. O. Andrews, traveling salesman. Mr. Mickel presided at the business meeting.

### DOLBEER TALKS TO PHILA. DEALERS

Manager of Traveling Department of Victor Co. Addresses Philadelphia Victor Dealers' Association on "The Outlook for 1922"

PHILADELPHIA, PA., February 9.—Frank K. Dolbeer, manager of the traveling department of the Victor Talking Machine Co., was the principal speaker at the luncheon and meeting of the Victor Talking Machine Dealers' Association of Philadelphia, held at the Bellevue-Stratford to-day. Mr. Dolbeer had for his subject "The Outlook for 1922," and summed up the situation as he saw it in a most interesting manner. He stated that the success of the Disarmament Conference and the savings that would result would have a great influence for business improvement, as would the general solution of the various international problems.

The general improvement of exchange, which is gradually getting back to a more or less normal level, would also have the effect of stimulating the business of this country by encouraging foreign trade on a more substantial basis.

In the course of his talk Mr. Dolbeer pointed out as two noteworthy conditions the easing up of the money market, which made the financing of business simpler, and also the general settling of the labor situation and the decreasing number of strikes, which indicated smoother sailing in the matter of production.

The speaker made reference to the developments in connection with the soldier bonus bill and the burden it was likely to throw on business, but declared that the bonus burden would, in a sense, be offset through the greater activities on the part of the railroads in developing their lines, improving and increasing their rolling stock, and thereby reducing the volume of unemployment and increasing the amount of money in circulation.

In closing, Mr. Dolbeer emphasized the importance at this particular time of exercising care in the selection and building up of the sales force in order to establish a proper and resultful contact with the public. He also outlined what the Victor Co. was doing for the development of the retailer's business and for the development of public interest in Victor goods.

On the whole, it was a talk that made a strong appeal to the local dealers and sent them away from the meeting with something to think about.

### P. L. DEUTSCH VISITS NEW YORK

P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., Chicago, was a visitor to New York this week, calling at the company's New York branch and also visiting the recording laboratories. Mr. Deutsch was delighted with general conditions in the Eastern territory, as Manager Strauss and his associates have been closing a splendid business throughout important sections which they control.

Let us now start with vigor on the Spring campaign.





The examples shown are by  
 1—GRAND RAPIDS CHAIR CO.  
 2—KLAMER FACTORIES  
 3—CASWELL-RUNYAN CO.  
 4—BERNEY & GAY FURN. CO.  
 5—LANGSLOW FOWLER CO.  
 A few of the many who consider "Domes of Silence"  
 Standard Equipment for Furniture

*It makes no difference whether Furniture is of the highest grade or of the lowest grade*

**DOMES of SILENCE**

*still remain*

the perfect furniture footwear and are standard equipment for all furniture except Pianos and Refrigerators. They protect furniture, floors and floor coverings.

HENRY W. PEABODY & CO.  
 17 STATE STREET NEW YORK CITY

**Specify DOMES of SILENCE**

A mark of BETTER Furniture regardless of its cost

F4

*What we say above about Furniture applies also  
 to Phonographs*





Its three O' clock in the morn - ing. We've danced the whole night thru.

**THIS YEAR'S BIG WALTZ HIT IS**

**"Three O'Clock in the Morning"**

**That Entrancing Melody You Hear Everywhere**

*"You can't go wrong with any Feist song"*



**HEAR IT NOW**

### ITS FIRST LIST OF IRISH RECORDS

Gaelic Phonograph Record Co., Inc., New York, Makes Debut—Has Spacious and Well-equipped Quarters—H. P. Fay Chief Executive

After many months of careful preparation the Gaelic Phonograph Record Co., Inc., New York City, which terms itself "the only all-Irish phonograph record company," has presented its first list of Irish records to the trade. The first release consists of thirty-four double-faced numbers, although over 200 masters have been made and will shortly be ready for presentation. Great care has been taken both in the selection of artists and in the recording of the records, and they are aptly claimed by the company to "Bring the Breath of Ireland to Your Home."

The Gaelic Phonograph Record Co. has as its chief executive H. P. Fay, who has had not only many years' experience in the production of records through his former connections with some of the largest houses in the country, but who is also thoroughly conversant with the particular record requirements of the Irish people. Harold Suikert, vice-president of the company, is in charge of the recording, and, like Mr. Fay, he has had many years' experience in the recording laboratory. Thomas F. Dwyer, a well-known business executive, is secretary and treasurer.

The Gaelic Phonograph Record Co. is handsomely housed in a palatial building which at one time was the home of Thomas Carroll, a former well-known Tammany politician. The company occupies four floors. In the basement is situated the plating department as well as the record presses. On the second floor is a personal recording laboratory. This is a new department which will shortly be inaugurated by the company for private recordings of individual records. This salon is handsomely furnished and equipped. On the third floor is an equally attractive reception room and on the sixth floor another recording room for the regular record business of the company. The offices of the company are also located on this floor. The building is handsomely decorated and furnished with many valuable antiques. It provides an excellent home and location for the company in the uptown business center of the city. The new company has started in an auspicious manner. Mr. Fay reports that many dealers have already taken on this new line and predicts a big future for it everywhere, due to the fact that it is individual and non-competing.

### WEIL BROS. TO PUSH PLAYER-TONE

NEWARK, N. J., February 8.—Weil Bros., of this city, have secured the representation in New Jersey for the Player-Tone line of talking machines, manufactured by the Player-Tone Talking Machine Co., of Pittsburgh, Pa., according to S. K. Weil, a member of the company. Mr. Weil stated that he was planning an extensive campaign in behalf of this product.

### SOME NOTABLE INSTALLATIONS

Van Veen & Co. Equip the New Buckley Newhall Quarters, the Staten Island Ferry Terminal and the Alexander Store in Long Branch

A very appreciable stimulus of the talking machine trade in general is noted by Van Veen & Co., Inc., New York. Many inquiries have been received from dealers desiring to refit their present stores or from new dealers requiring equipment for the Spring business. A large number of these orders have already been booked.

Van Veen & Co. are equipping the new quarters of the Buckley Newhall Co., at Forty-first street and Sixth avenue, New York, with a handsome installation of eight booths, with complete record rack equipment sufficient to carry 15,000 records. The Buckley Newhall Co. owns the building and is occupying this large corner store as headquarters for its chain of retail furniture establishments.

Another notable installation is that of N. Alexander, 130 Broadway, Long Branch, N. J. This will be one of the show places of Long Branch and is designed to be the handsomest and most complete phonograph shop in that city.

An interesting development in the merchandising of records, talking machines and supplies will be an installation in the New York terminal of the Staten Island ferry of a hand-

some booth in the main waiting room. This will be fully equipped in every way for the display and sale of Columbia records and general talking machine supplies. The owners are very enthusiastic over this new departure. It is expected that it will be a great convenience for Staten Island commuters to purchase their supplies while waiting for their boat and filling in the spare time by record demonstration, at the same time furnishing entertainment for those who are waiting in the ferry house and saving them the nickels that they formerly dropped into slot machines for similar entertainment.

### OFFER TO PLAYERPHONE CREDITORS

President of That Company Seeks Settlement on Cash Basis of 15 Per Cent of Claims

CHICAGO, ILL., February 8.—The attorneys for the Playerphone Talking Machine Co., of this city, have presented to the creditors of that company an offer made by B. W. McKenzie, its president, to raise enough money to settle with the creditors on the basis of 15 per cent cash. The attorneys state that the indebtedness of the company is approximately \$80,000, that the total inventory amounts to only 15 per cent of that amount and at forced sale only about \$5,000 would be realized. The response of the creditors to the offer has not yet been announced.

## WE ANNOUNCE

That We Have Ready for Delivery  
the First Recordings by

## TRIXIE SMITH

Winner of the NATIONAL Blues Singing Contest  
Held at Manhattan Casino, New York  
(The Winner's Cup was presented by Mrs. Irene Castle)

Black Swan, DESPERATE BLUES  
Record 2039, TRIXIE'S BLUES



## Pace Phonograph Corporation

2289 Seventh Avenue

New York, N. Y.



**THOS. McCREEDY ENTERS NEW FIELD**

Greater New York Representative of Victor Co. Resigns to Become Connected With McGuckin Advertising Agency in Philadelphia

Thomas McCreedy, who for the past five years has represented the Victor Talking Machine Co. in Greater New York, resigned his post on February 11, in order to enter the advertising field, becoming connected with the Eugene McGuckin Advertising Agency in Philadelphia. Mr. McCreedy, who traveled for the Victor Co. in Ohio and Kentucky before coming to New York, rendered excellent service in this territory and was extremely popular with both Victor wholesalers and retailers. He goes into his new work with the best wishes of the officers of the Victor as well as the Victor representatives in Greater New York.

At the Victor factory it was stated that up to the time of going to press a successor to Mr. McCreedy had not been selected.

**WILL APPEAL TO LOCAL TRADE**

Max Landay at Head of Committee to Raise \$50,000 for Jewish War Relief Work—Well-known Talking Machine Men Associated With Him in Drive That Starts Next Week

Max Landay, of Landay Bros., is chairman of the committee that has been appointed to raise the quota in the New York music trades for the Jewish war relief committee. This campaign will start on February 19 and end on March 4 and associated with Mr. Landay in this work are Chester Abelowitz, of the Brunswick-Balke-Collender Co.; A. Davega, of the Knickerbocker Talking Machine Co.; Paul L. Baerwald, of the General Phonograph Corp.; M. Max, of Gimbel Bros. and B. Abrams, of the Grand Talking Machine Co.

The quota set for the music trades in Greater New York is \$50,000 and Mr. Landay is positive that the sum received will far exceed this quota, as he feels sure that the trade understands and appreciates the terrible suffering of the millions of unfortunates in the war's devastated countries. The committee states that all checks should be made payable to Paul L. Baerwald, treasurer of the committee, but should be mailed to Mr. Landay, at his offices, 311 Sixth avenue, New York City.

**WILL CLOSE OUT RETAIL BUSINESS**

Reported That Phonograph Co., of Chicago, Will Move Wholesale Edison Phonograph Business to New Home in Western Metropolis

CHICAGO, ILL., February 9.—W. C. Eckhart, sales manager of the Phonograph Co., this city, Edison jobbers, confirms the report that the wholesale business of the company will be moved to one of the Babson Co. lease holds at Twenty-fifth street and Western avenue, and that the retail business at 229 South Wabash avenue will be closed out. It is understood that the retail end will be absorbed by Adam Schaaf, who for some time past has been an Edison Diamond Disc dealer.

General Manager C. A. Goodwin, of the Phonograph Co., was not at his office and could not be reached to confirm the details of the report.

**EXECUTIVE COMMITTEE MEETINGS**

Members Who Attend New York Meeting on March 15 and 16 Urged to Advise Lloyd Spencer Ament Their Plans for Meeting

As stated in another section of The World, the executive committee of the National Association of Talking Machine Jobbers will hold a meeting in Chicago on March 12 and 13, coming to New York in time to hold another session here on March 15 and 16. On March 17 members of the committee will visit the Victor factory in Camden, to confer with the Victor Co.'s officials. Gilbert H. Montague, counsel for the Association, will address both the Chicago and New York meetings.

Both sessions will be open to members of the Association in general and Lloyd L. Spencer, who is looking after the details of the New York meeting at the Hotel Commodore, urges that jobbers who plan to attend those sessions will advise him of the fact at once, in order that proper preparations may be made for them.

**SAXOPHONE DEMAND IS GROWING**

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer, wholesaler and importer of musical merchandise, reports that the demand for musical merchandise is continuing to keep up as strongly as ever. Saxophones still hold the lead in popularity.

**FREEMAN HOME FROM COAST TOUR**

Director of Distribution of Victor Talking Machine Co. in Transcontinental Tour Makes First-hand Survey of Business Situation

PHILADELPHIA, Pa., February 10.—Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., returned to his office in the Victor plant yesterday from a coast-to-coast trip, in the course of which he got in direct touch with Victor wholesalers and dealers in a number of the larger cities of the country, with a view to getting a first-hand impression of general business conditions.

Mr. Freeman left Camden on January 18, and in the course of his tour visited Cleveland, Chicago, Omaha, Denver, Salt Lake City, San Francisco, Los Angeles, Kansas City and St. Louis. He stated that he found a general improvement in the business situation throughout the country and that even in sections where conditions were considerably below par they represented an improvement over conditions as they had existed. He was thoroughly optimistic regarding the Victor trade throughout the country and its immediate prospects.

During the course of his tour Mr. Freeman was entertained by both wholesalers and retailers in a number of the cities and was afforded the opportunity of meeting many members of the trade.

**MAY OPEN KNOXVILLE PLANT**

Brunswick Co. May Add Assembling Plant to Veneer Factory at Lonsdale—Important Deal With Sterchi Bros.—Handle Brunswick Line

KNOXVILLE, TENN., February 6.—There is a strong possibility that the Brunswick-Balke-Collender Co. may add a phonograph assembling plant to its veneer plant at Lonsdale in the near future, according to an announcement made by J. B. Morgan, Southern representative of the company, a few days ago.

Mr. Morgan also announced that a deal had just been closed, whereby Sterchi Bros., of this city, will distribute Brunswick phonographs in all of its stores. Sterchi Bros. operate fourteen stores throughout the South, and the consummation of arrangements with the Brunswick-Balke-Collender Co. is one of the most important talking machine deals that have been closed in the South in recent years.

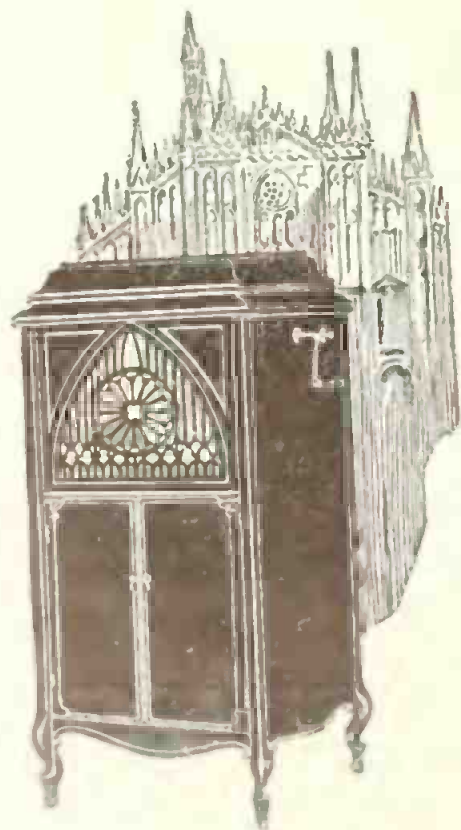
The veneer plant of the Brunswick-Balke-Collender Co. at Lonsdale (a suburb of Knoxville) is running full time. The plant was opened about two years ago and the company is so pleased with the factory here that Mr. Morgan advises he was authorized by John Shank, treasurer of the company, to state that an assembling plant for Knoxville is more than a possibility.

**TAKES OVER BOBOLINK LINE**

NEW HAVEN, CONN., Feb. 9.—The A. C. Gilbert Co. of this city has announced that negotiations were recently completed whereby its line of Bobolink talking machines and records was disposed of to the La Velle Mfg. Co., also of New Haven. It is expected that the La Velle Co. will continue the production of this attractive nursery talking machine and series of record books, changing the name from Gilbert to La Velle.

**MARRIAGE OF DAVID R. WALSH**

David R. Walsh, formerly associated with the Victor Talking Machine Co., and the Schmelzer Co., Kansas City, Mo., Victor wholesaler, and now treasurer and general manager of the Hlickok Music Co., Poughkeepsie, N. Y., Victor retailer, is receiving the congratulations of his friends on his marriage to Dr. Alma M. Breeden, of Kansas City, Mo. Mr. and Mrs. Walsh, who have been spending their honeymoon in the East, will make their home in Poughkeepsie.



# Cathedral Phonograph

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

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

Write Today for Our Dealer Plan

**OHIO CATHEDRAL CO.**

W. H. HOUGHTON, Pres.  
MARION, OHIO





## An Appeal to the Hearts of the New York Music Trade

\$50,000 has been set as the quota for the Music Trade in New York in the campaign of the

### American Jewish War Relief Committee

The drive will start on February 19th and end on March 4th, and during that time we will welcome your assistance in putting the New York Music Trade "over the top."

The humanitarian side of this appeal hardly calls for an explanation, for the keen, intense suffering of the millions of unfortunates in the war's devastated countries is known and deplored by everyone.

Make your checks (large or small) *payable* to Paul L. Baerwald, Treasurer of the Committee, and *mail* them to

**MAX LANDAY**

Chairman of the New York *Music Trade Committee*  
311 Sixth Avenue New York

*Members of Committee:*

Max Landay, Paul Baerwald, Chester Abelowitz, M. Max,  
A. Davega, B. Abrams

#### DEATH OF C. R. HUTCHINGS

Popular Pearsall Representative Dies From Pneumonia—Well Known in Victor Trade

C. Raymond Hutchings, of the sales staff of the Silas E. Pearsall Co., New York, Victor wholesaler, died at his home in South Orange, N. J., on January 26. Mr. Hutchings, who was twenty-nine years of age at the time of his death, was ill only a few days from an attack of pneumonia and his death was a keen shock to his associates.

During the five years he had been associated with the Pearsall organization Mr. Hutchings had won the admiration and esteem of the Victor dealers throughout his territory. He had visited the trade in New England, Pennsylvania, Brooklyn and New Jersey, and wherever he called he was given an enthusiastic welcome, as he was a keen student of retail merchandising, with a thorough knowledge of the dealers' problems.

Prior to joining the Pearsall organization Mr. Hutchings was associated with Hunt's Music House, White Plains, N. Y., and Stahl's Book Store, Trenton, N. J., Victor retailers, and in addition to his commercial activities he was a singer of considerable prominence.

The funeral services were held from his late home on January 28 and were attended by the members of the Pearsall staff. Mr. Hutchings is survived by a widow and two children.

Talk the language of the man you are trying to sell. Clear, simple English is appreciated by the educated and the uneducated alike, and it is much more forceful.

#### EXTENSIVE KIRKMAN CAMPAIGN

Sales Manager of Kirkman Engineering Corp. Well Pleased with Results from Campaign Started on Circular Metal Record Cleaner

The Kirkman Engineering Corp., New York City, manufacturer of record cleaners and automatic stops, opened an extensive campaign on the first of the year on the K-E circular metal record cleaner. The opening announcement appeared in the January issue of *The World* and this advertisement was ably augmented by an excellent series of follow-up letters with appreciable results.

Commenting upon this campaign, H. M. Linter, sales manager of the company, spoke as follows: "Our advertising campaign in *The World* is producing quite satisfactory results. The value of our circular cleaner is evidently appreciated because our announcement of reduced prices brought in a large number of requests for samples and quotations and also considerable business. Our present price on this circular record cleaner is, as a matter of fact 25 per cent below pre-war prices. Our automatic stops have been largely used by manufacturers of talking machines for a number of years and we are gratified to have recently received orders from new customers who, although manufacturing talking machines for a number of years, either have not used automatic stops previously or are changing to the stop which we make. This is the tenth year of its successful manufacture, so, therefore, we can place in back of each automatic stop that we produce ten years of experience and our unqualified guarantee."

The respect of a sales staff for the manager is necessary for the success of any business.

The wise man profits by his mistakes—and others' also.

#### THREE NEW STRAND MODELS

Three Consoles Added to Line—W. F. Standke and A. H. Dankman Appointed Representatives—Over 300 Dealers Now Handling Line

Geo. W. Lyle, president of the Manufacturers Phonograph Co., New York, manufacturer of the Strand phonograph, announced recently that the company had added three new console models to its line, all of which are fully as attractive as the No. 8 Queen Anne console, which has met with an enthusiastic reception from the dealers throughout the country.

It was also announced recently that W. F. Standke and A. H. Dankman had been appointed representatives for the company. Mr. Standke was formerly manager of the Columbia Graphophone Co.'s wholesale branches at New Orleans and Denver, and will represent the Strand line in Kansas City and adjacent territory. Mr. Dankman was formerly city salesman for the Columbia Graphophone Co. in Buffalo, and will represent the Strand line in Buffalo and adjacent territory. Mr. Lyle states that over three hundred representative dealers are now handling the Strand line and the company has important plans in process of completion which will undoubtedly assist these dealers materially in developing Strand business.

#### OPERATIC STARS TO HONOR CARUSO

An elaborate concert will be held at the Metropolitan Opera House on Sunday afternoon, February 19, for the benefit of the Caruso American Memorial Foundation, which is raising \$1,000,000 for a national memorial for the singer, dedicated to the work of assisting deserving students of music in America. Among the artists who are expected to appear at the concert, most of whom appeared with Caruso in opera, are: Bori, Farrar, Galli-Curci, Matzenauer, Ponselle, Danise, DeLuca, Didur, Harrold, Martinelli and Rothier.



The  
Question  
of  
"Come-  
Backs"

There are two kinds of COME-BACKS. Our dealers know only an overwhelming amount of "COME-BACKS" in the way of pleased customers.

REASON—

BANNER RECORDS contain full 75c worth of record value from every standpoint.

Consumers have been quick to realize this great saving in cost.

Hence the great demand for

BANNER RECORDS from all over the country.

## BANNER 50<sup>c</sup>. RECORDS

CONTAIN ONLY THE BEST OF THE LATEST SONG AND DANCE HITS  
BESIDES A GOOD SELECTION OF THE  
CHOICEST STANDARD FAVORITES

### A FEW OF OUR BEST SELLERS

The Sheik of Araby  
Ty-Tee  
A Song of India  
My Sunny Tennessee  
Everybody Step  
Old Timers' Waltz  
Three o'Clock in the Morning  
Stealing  
Stars

Granny  
Ten Little Fingers and Ten Little Toes  
April Showers  
Weep No More, My Mammy  
Ka-Lu-A  
Say It With Music  
Yoo-Hoo  
Wabash Blues  
I'll Forget You

Sweet Lady  
When Francis Dances  
Dapper Dan  
Tuck Me to Sleep  
Just Like a Rainbow  
I Want My Mammy  
Love Will Find a Way  
Leave Me With a Smile  
Sal-O-May

PLAY ON  
ANY  
PHONOGRAPH

# PLAZA MUSIC CO.

18 West 20th Street

New York City

PLAY ON  
ANY  
PHONOGRAPH



## 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.

**RECORDING ENGINEER** and Factory Manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1086," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Master plater and matrix maker. Am familiar with modern methods and capable of installing plant and handling work from wax to finished stamper. Wish position with reliable company. Address "Box 1090," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Sales Organizer capable of securing distribution with exclusive territory. The world's best phonograph. Extensively sold in central and eastern states. Now being given national distribution. Man must be capable of securing and training salesmen on strictly commission basis. We will pay such organizer a liberal commission on all initial and repeat business. Protect him on territory and add more as he shows satisfactory results and ability. This is more than a salesman's job. We require broad gauge, forceful sales executive with past record of real accomplishment. Give detailed information in first letter. Address "Box 1092," care The Talking Machine World, 373 Fourth Ave., New York City.

**RECORDING ENGINEER** — Thoroughly capable man of high standing will consider offer from right people. Have own equipment. Address "Box 1091," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—By well equipped Middle West phonograph factory, a sales manager to take charge of sales and do some traveling and so on. Give record and salary expected. J. N. 16, Talking Machine World, 209 S. State St., Chicago, Ill.

**WANTED**—Factory superintendent, by Indiana phonograph manufacturer, to take entire charge of factory. Give record and salary expected. J. N. 18, Talking Machine World, 209 So. State St., Chicago, Ill.

**POSITION WANTED**—Can you use a phonograph man whose experience covers management and selling, both wholesale and retail? At present distribution manager of nationally known line. Connection with manufacturer, jobber or retailer desired. Michigan or Northwest preferred. Address "Box 1095," care The Talking Machine World, 373 Fourth Ave., New York City.

**SALESMAN** to represent very successful manufacturer of phonographs, as a side line. Address "Box 1102," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Phonograph salesman, five years' retail experience, wishes to connect with large concern, evenings off. Salary. Address "Box 1087," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Record Salesman, five years' retail experience selling records in all languages, expert Red Seal man, wishes position with evenings free. Salary or commission. Address "Box 1088," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Phonograph salesman and credit man, many years of retail experience, no evening work preferable. Address "Box 1089," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Successful young man desires change after March 1. Efficient manager, reliable, full of pep and initiative. Experienced on all standard makes. Address "Box 1096," care The Talking Machine World, 373 Fourth Ave., New York City.

## Will Pay Cash

for any amount of surplus phonographs, stocks of any description. Address

**Chicago Phonograph Realization Co.**  
315 Union Park Court  
CHICAGO, ILL.

## 1000 CARTONS MYSTO NEEDLES AT SACRIFICE PRICES

Sixty 10c boxes of Mysto phonograph needles to each carton. Each 10c box contains 50 Mysto needles in brass finish. Each needle guaranteed to play ten records. Attractive display carton in colors. Regular wholesale \$3.90 per carton.

### OUR PRICES

1 Carton, \$1.75      50 Cartons, \$1.40 ea.  
5 Cartons, 1.60 ea.    100 Cartons, 1.30 ea.  
10 Cartons, 1.50 ea. Entire lot, \$1 per carton.

FANTUS BROS., 1317 S. OAKLEY AVE., CHICAGO, ILL.

## RECORDS WANTED

Will buy entire stocks, large or small, of Brunswick, Columbia or Victor records. Would consider other good lateral-cut records. If you "need the money" write J. P. Decker, 526 Duquesne Way, Pittsburgh, Pa.

## HORNS WANTED

Will buy old and new horns for Cylinder Machines, prefer Columbia or Edison Horns, from 18" to 30" in length. Any quantity for cash. Address Columbia Music Co., 101 Sixth St., Pittsburgh, Pa.

## PHONOGRAPH DEPT. TO LET

Oldest established, high grade furniture house in Connecticut, with a first-class phonographic department on main floor, desires to sublet this department to reliable party. Address Phonograph, P. O. Box 1705, New Haven, Conn.

## FOR SALE

Registered trade-mark "Tonola" for talking machines and musical instruments, No. 111477; also registered slogan, "It Talks For Itself," No. 4875, for talking machines. Address L. A. Priess, 11 South Seventh St., Minneapolis, Minn.

## WANTED

Partner for music shop in middle Western city. Investment for expansion. Good opportunity. Address "Box 1093," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—By thoroughly experienced phonograph man, as department manager or floor salesman. Can give best of references. Address "Box 1097," care The Talking Machine World, 373 Fourth Ave., New York City.

## Monthly Price List of Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18.....	Each	\$1.25
1 3/4 in. x 0.22 x 17 ft., reg. Victor.....	Each	0.60
1 3/4 in. x 0.22 x 17 ft., Victor new style.....	Each	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 41....	Each	0.60
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77....	Each	0.36
1 in. x 0.28 x 10 ft., for Columbia.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor.....	Each	0.36
1 in. x 0.20 x 13 ft., Victor new style.....	Each	0.36
7/8 in. x 0.23 x 10 ft., for Biltek motor.....	Each	0.30
7/8 in. x 0.23 x 10 ft., oval hole.....	Each	0.38
3/4 in. x 0.22 x 8 ft., for Swiss motor.....	Each	0.22
3/8 in. x 0.25 x 11 ft., for Edison.....	Each	0.22

## MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade.....	Each	0.15
1 1/8 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	\$0.12
Pathé, soft tone.....	Each	0.18
Edison, very best, medium tone.....	Each	0.18
Edison, very best, loud tone.....	Each	0.15
Edison, genuine diamond.....	Each	1.25

## STEEL NEEDLES

Brilliant Tone, medium and soft Needles.		
Per 1,000.....		\$0.45

## ATTACHMENTS

in Gold or Nickel-plated

Kent attachments for Victor arm.....	Each	0.25
Kent attachments for Edison with C box.....	Each	2.50
Kent attachments without box for Edison.....	Each	1.60
Universal old style for Victor tone-arm.....	Each	1.15

## MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

## TONE ARMS

No. K with sound box.....	Each	\$2.25
No. E with sound box, very loud.....	Each	6.00
No. M with sound box, very loud.....	Each	4.75

## SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor.....	Each	\$1.25
No. B Balance, fit Victor.....	Each	0.75
No. C Balance, fit Victor.....	Each	1.00
No. F Favorite, fit Victor.....	Each	1.75
No. P Favorite, fit Victor.....	Each	1.90
No. G Glory, fit Victor.....	Each	3.25

## CABINET HARDWARE

Automatic Nickel Plated Lid Supports.....	Each	\$0.22
Automatic Gold Plated Lid Supports.....	Each	0.45
Piano Hinges, nickel plated, 5 1/2 in. long.....	Each	0.32
Highly nickel plated needle cups.....	Per 100	1.50
Covers for cups.....	Per 100	0.75
Highly gold plated cups.....	Per 100	7.00
Needle cup covers, gold plated.....	Per 100	5.00

## REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each	0.50
Columbia bevel pinion, No. 12333.....	Each	0.75
Columbia bevel pinion, latest style.....	Each	0.75
Columbia bevel pinion, No. 3189.....	Each	0.35
Columbia worm gear No. 6400.....	Each	0.30
Columbia stylus bar.....	Each	0.35
Columbia cranks.....	Each	0.35
Columbia governor weights.....	Each	0.08
Columbia governor shaft, No. 3004.....	Each	0.40
Columbia governor springs.....	Per 100	1.00
Columbia governor screws.....	Per 100	1.00
Columbia barrel screws, No. 2621.....	Per 100	1.00
Columbia so'dbox thumb screws.....	Per 100	1.50
Rubber backs for Victor Exh. box.....	Each	0.25
Cranks, short or long, for Victor.....	Each	0.35
Stylus bar (needle arm) Exh. box, for Victor.....	Each	0.35
Governor springs, for Victor.....	Per 100	1.00
Governor screws, for Victor.....	Per 100	1.00
Governor balls, new style, for Victor.....	Each	0.08
Turn-table felts, 10 in., round.....	Each	0.15
Turn-table felts, 12 in., round.....	Each	0.18
Motor bottom gear for Triton motor.....	Each	0.20

**FAVORITE MFG. CO.**  
105 East 12th St. New York  
Tel. 1666 Stuyvesant



THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING—(Continued from page 153)

**CABINETS**

Beautiful new designs in mahogany, oak and walnut. Everett Hunter Mfg. Co., McHenry, Ill.

**CASH**

for any amount of talking machine records. Address

Chicago Phonograph Realization Co.  
315 Union Park Court  
CHICAGO, ILL.

**EXPERT REPAIRING**

OF ALL MAKES OF PHONOGRAPHS

Vitanola—World—Eitina—Victor—etc.

Send in your broken Motors and Tone Arms via  
Parcels Post or Express to

**NORTHWESTERN PHONOGRAPH WORKS**

218 S. Wabash Ave., Chicago, Ill.

Motors Phone, Wabash 8693 Tone Arms

**Sacrifice Sale of 15,000 Standard**

10-inch DOUBLE DISC RECORDS

Very large assortment

All desirable—no patriotics

In 100 lots, 19c. In 2,000 lots, 17c.

In 250 lots, 18½c. In 5,000 lots, 16½c.

In 500 lots, 18c. In 10,000 lots, 16c.

In 1,000 lots, 17½c. Entire stock, 15c each.

Terms: Net F.O.B. Chicago. Subject to prior sale.

Fantus Bros., 1315 S. Oakley Ave., Chicago, Ill.

**FOR SALE**

Records, American, Italian, Jewish and German, and all other languages. Anything required in the phonograph line we sell at reduced prices. We also buy anything you have to sell in the phonograph line. Address Mandel & Co., 88 Rivington St., New York City.

**FOR SALE**

Recording machine for sale with tools for lateral recording at reasonable figure. Address "Box 1084," care The Talking Machine World, 373 Fourth Ave., New York.

**FIRST-CLASS GERMAN FACTORY**

Specializing in

**Phonograph Motors**

Wants several High-grade, Efficient Representatives for the UNITED STATES.

Present capacity (which can be greatly increased) 10,000 motors per month.

Interested parties are requested to send their address and references as quickly as possible to Box G, care Talking Machine World, 373 Fourth Avenue, New York.

**BUSINESS OPPORTUNITY**

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

**WANTED**

Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

**WANTED**

Representation in large cities. Prefer accessories house, but any experienced phonograph salesman can qualify. We manufacture line of high grade, low priced consoles. Address "Box 1098," care The Talking Machine World, 373 Fourth Ave., New York City.

**FOR SALE**

Well equipped store handling four prominent makes machines in Metropolitan district. Profits last year over \$9,000.00. Lease 9 years to run. \$15,000.00 proposition. Address Andrew H. Dodin, 28 Sixth Ave., New York City.

**CASH**

FOR MOTORS, TONE ARMS, CABINETS, PARTS, PANELS and everything pertaining to phonographs. WHAT HAVE YOU? Address

Chicago Phonograph Realization Co.  
315 Union Park Court  
CHICAGO, ILL.

**FOR SALE**

Talking machine booths, complete equipment. Unique booths for music store. Sectional construction easily shipped and erected equal to new and priced less than half present value. For full information address H. J. Straten, 209 North Liberty St., Baltimore, Md.

**CARVED LEGS**

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

**CABINETS TO ORDER**

Cabinet factory can make quantity orders, any style, at a very low price. Opportunity for quantity user. Address "Box 1099" c/o The Talking Machine World, 373 Fourth Ave., New York City.

**FOR SALE—FIXTURES**

A complete equipment of fixtures made by Van Veen Co. installed year ago. Consists of five racks holding 7500 records of demonstrating rooms, carpets, furniture, register, etc. Going out of business. Address Palace Columbia Shoppe, 209 East Main St., Rochester, N. Y.

**FOR SALE**

Very neatly fitted up music store, doing a very good business in substantial rapidly growing business section in Brooklyn, handling Brunswick, Columbia, Sonora, Eastman Kodaks and musical instruments, sporting goods and Q.R.S. music rolls. Extraordinary opportunity for enterprising phonograph man. Address "Box 1100," care The Talking Machine World, 373 Fourth Ave., New York City.

**FOR SALE**

Modern phonograph factory now operating in Central Ohio; also established business manufacturing high grade, attractive style phonographs. Steam heated, fire sprinkler plant, complete latest equipment, motor-driven machinery, unexcelled shipping facilities and labor market; fine opportunity for immediate attractive business. Unlimited possibilities. Address "Box 1103," care The Talking Machine World, 373 Fourth Ave., New York City.

**FOR SALE**

About 600 complete phonographs with standard, high class tone arms and motors, three style cases, various oak finishes walnut and mahogany. Low price for quick sale, part or all. Address "Box 1104," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Expert matrix man and plater. Am familiar with the most up-to-date laboratory layout. Capable of handling wax to the finished matrix or stamper. Had eighteen years' experience. Address "Box 1101," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Man to take charge of phonograph factory and sales on salary and commission. Thirty to 40 years old preferred, who understands the phonograph game. Fine opportunity. Address "Box 1105," care The Talking Machine World, 373 Fourth Ave., New York City.

**Wanted—for Spot Cash**

**Stocks of All Standard Makes of Phonographs and Records**

Such as

Victor—Columbia—Brunswick—Vocalion—Emerson, Etc.

NO STOCKS TOO LARGE

NO STOCKS TOO SMALL

All we require is that stocks be Brand New.

Send List of Your Stock and We Will Get Into Communication With You at Once

All Communications Strictly Confidential

Address, CONFIDENTIAL, BOX 1094, TALKING MACHINE WORLD

373 FOURTH AVENUE, NEW YORK





# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON.

W. LIONEL STURDY, MANAGER

**Business Shows Favorable Trend for First Month of New Year—Big Outcry of Importation of Cheap Gramophone Supplies—Critical Situation Reviewed—Reasons Why German Trade Is Prosperous—The Great British Industries Fair Attracts Large Crowds—Aircraft Co. Creditors Meet—Death of H. Smart Regretted—Meeting of Travelers—Record Preservative—The News of the Month in Detail**

LONDON, ENG., January 31.—The first month of the New Year has been somewhat slack from the viewpoint of Gramophone and record sales. The trade did not indulge in any very great hopes of radical progress, believing that the Christmas rush time would leave us a bit cold in January. But it must be admitted that a more favorable turnover than has been experienced generally was expected. Business is quite good in some directions, but, on the whole, is a little patchy. It is not uncommon to receive optimistic reports from one firm and just the reverse from its neighbor.

Before we approach anywhere near to normality I am afraid there is a long road to travel. Unemployment is still as rife as a month or more ago. This, in itself, is an unwelcome index of the parlous state of our main industries. I believe the tide of adversity has turned, that the light of revival shows dimly ahead, and that trade improvement will make progressive headway during 1922. But we are not out of the woods and it is as well to remind ourselves that special effort must be maintained in every direction to make good the losses of 1921 and build solidly for the future. This is the basis of that

gradual improvement of trade that we look for during the present year and that we shall surely reap concurrently with the adjustment of the world's political and social amenities.

**Importation of Cheap Foreign Goods**

In the gramophone trade, as in other industries, there is existent a big outcry against the importation of gramophone motors, sound boxes, springs, needles and other parts and accessories. It is nothing new; foreign competition has been the bugbear of British trade interests throughout the history of the gramophone. But now and then a British manufacturer sends up a cry of distress and the consequent publicity brings the matter once again within the compass of current politics.

Prior to 1914 there were only two or three British-made gramophones, and parts and accessories were almost unknown. Much came from Switzerland, the bulk from Germany. We imported simply because we could do so at a price (assured, too, of fair value) that could not be touched by any British firm. With years of experience behind them, the Germans and the Swiss could indulge successfully in massed production of cheap motors, sound boxes, etc., and though attempts were made this side to compete they mostly ended in disappointment.

Since 1914, when foreign supplies were cut off by the war, there is no part of a gramophone which has not received attention from British firms. The result is a series of first-class gramophone products of all grades and prices bearing the hall-mark of British manufacture. After the war things went merrily enough for a time. But the Germans quickly got busy and soon

complaints were registered around of so-called "unfair" competition. An attempt made by British manufacturers and wholesalers to arrive at a common understanding not to handle German goods failed of its object, as did the effort to enlist support of the retail trade along the same lines. In other words, you cannot stifle open competition by academic means, nor by any other means, except a crushing import duty. Is such a duty justified? That is the question. Free trade has been the basis of British commercial endeavors for so long that, under normal conditions, we should hesitate to suggest a reversion to permanent tariff imposition. But the conditions, not being normal, demand a close examination of the position in which, as a result, British manufacturers find themselves. The great trouble is the depreciated value of foreign currency. Here, for instance, the German mark is down to the value of about a fourth of a penny. At that rate the importation of German sound boxes, motors, springs, etc., leaves the British makers' price in the air. In this business there is little or no sentiment today—your average trader simply buys cheapest, without question, and there's an end to it. And the beauty of it, too, is that cheapest often carries with it an article of remarkably good quality and workmanship. This is the position up against which the British manufacturer finds himself. He is making a good article often at a cut price, ordinarily has a fair market, but to-day cannot maintain his sales because of the cheaply imported foreign article. What is he to do? There is little possibility of cutting costs

*(Continued on page 156)*



"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-  
eselskab, Frihavnen, Copenhagen.

**FRANCE:** Cie. Française du Gramophone, 113  
Boulevard Richard Lenoir, Place de la Répub-  
lique, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balma,  
Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Akte-  
bolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky  
Prospect, Petrograd (Petersburg); No. 1  
Solyanka, Solyanov Dvor, Moscow; 9, Golovinskiy  
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11  
Mikhailovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Bal-  
lughatta Road, Calcutta; 7, Bell Lane, Fort,  
Bombay.

**Great Britain:**

## The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole  
Concessionaries of The Gramophone Company,  
Limited, 163, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonum, Ltd., 118-120  
Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174,  
Capetown; Mackay Bros., Post Box 251, Johannes-  
burg; Mackay Bros. & McLahon, Post Box 419,  
Durban; Ivan H. Haarbarger, Post Box 105,  
Bloemfontein; Franz Moeller, Post Box 108, East  
London; B. J. Ewins & Co., Post Box 80, Queens-  
town; Handel House, Kimberley; Laurence &  
Cope, Post Box 132, Bulawayo; The Argus Co.,  
Salisbury.

**EAST AFRICA:** Bayley & Co., Lourenço  
Marques.

**HOLLAND:** American Import Co., 22a, Amsterd-  
veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the  
Ottoman Empire):** K. Fr. Vogel, Post Box 414,  
Alexandria.



## Horn, Hornless and Table-Grand GRAMOPHONES

FOR  
**EXPORT**

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place  
Rivington Street, LONDON, E.C. 2, England  
Cable Address "Lyrecofac, London"

or profits; that has already been reduced to the lowest level. His only hope is a stronger tariff protection. The existing tariff is 33 1-3 per cent. If a case is made out under the terms of the Industries Protection Bill an additional 33 1-3 per cent may be levied. Owing to opposition or lack of unanimity in the trade the Federation of British Music Industries has decided against collective representation to the Board of Trade Committee, leaving it to individual associations to make their own claims in submission of a demand for protection by the extra import levy above mentioned. This is, of course, a great pity in the sense of the old adage that "United we stand; divided we fall." That extra 33 1-3 per cent is absolutely necessary to British manufacturers and they are entitled to it just so long as depreciated currency permits foreign manufacturers to dump goods here at absurdly low prices to the entire disorganization and maintenance of legitimate British trade endeavor. The associations should press the Government and press it mightily hard.

### German Talking Machine Trade Still Busy

Notwithstanding reports that orders for German gramophones, motors and parts show signs of having passed the high-water mark, it is evident that a remarkably prosperous state of things still obtains throughout the Fatherland. Mainly to balance the low value of the mark abroad and to meet increased labor values, a general rise has taken place in the price of records particularly and parts and accessories generally. Big export orders are on hand, though British importers are not so freely disposed as formerly to commit themselves to accept delivery of large consignments of goods unless almost immediate delivery is guaranteed. This is not often possible. Time delivery means considerable dislocation of business and, owing to the fluctuating value of the mark, often a considerable financial loss. One London importer told me that he had placed a big order for goods from Germany when the value of the mark here was just under four hundred to the pound. The goods are expected any day now and he is faced with a mark of eight hundred to the pound value. Trade has slackened off and the sale of the goods is likely to hang fire for a time. Similar goods imported by others at the higher mark rate can be sold for much less than his. The consequence is that importers are getting more and more shy of ordering German goods. Substantial consignments, however, are still coming in, but this difficulty over the fluctuating value of the mark may eventually react to the benefit of our home manufacturers.

### The British Industries Fair Opens

From February 27 to March 10 the great British Industries Fair will attract buyers, it is expected, from all parts of the world. The exhibition is at the White City, Shepherd's Bush London. There are five and one-half miles of stalls; the music section only totals a couple of hundred yards. Among talking machine firms attractive exhibits are shown by the Disque Cabinet Co., Johnson Talking Machine Co., Garrard Engineering Co., C. H. Roberts Mfg. Co., Gramophone Components, Ltd., Craies & Stavridi, Melodia, Ltd., Jordan & Carpenter, The Sterno Mfg. Co., Electric Gramophones, Ltd., and Barnett Samuel & Sons, Ltd.

Several of last year's exhibitors have not taken representation this year on the ground that results were unsatisfactory. At that time, unfortunately, the great trade slump had just set in and, though we are far from being out of the woods to-day, there can be little doubt that the present exhibition will show infinitely better trading results than last. It will not be the fault

## FROM OUR LONDON HEADQUARTERS—(Continued from page 155)

of the Board of Trade if good business is not registered by all exhibitors. Over forty thousand prospective buyers overseas have been eight times circularized or written to on the subject of the fair. These communications were printed in eight languages. Over 250,000 home-buyers have received invitations. So that, altogether, it is a reasonable assumption to expect a satisfactory attendance.

### Gramophone Replaces Orchestra at Restaurants

There is a growing movement to utilize the gramophone at restaurants in place of small orchestras. An instrument, called the "Magnifone," is connected up to the tables and music is delivered through cunningly concealed sound chambers. It has infinite possibilities for the purpose mentioned and, indeed, any social function. One advantage over the human element, we are humorously informed by a newspaper scribe, is that the Magnifone never has influenza or other disabling ailments at the last moment! And it requires no supper.

### Creditors of the Aircraft Mfg. Co. Meet

At a recent meeting of the creditors of the above company, which embarked upon the manufacture of gramophones, the liquidator said that until 1920 the firm had a prosperous career. Mainly on the aircraft side, profits had amounted to as much as £176,000 in one year of trading. In the Autumn of 1919 the company developed its peace program and went in for the manufacture, among other things, of gramophones. From October 1, 1919, to December 4, 1920, the company lost £620,000.

"In the opinion of counsel the contracts for motor car and gramophone bodies," said the liquidator, "were ultra vires and if they resulted in a loss to the company the liquidator appeared to have cause for commencing misfeasance proceedings. The point might arise as to whether these contracts were entered into before or after control of the company had passed to the Birmingham Small Arms Co."

The latter concern, by the way, has supplied a large number of gramophone motors for assembly into complete machines which are marketed here by a well-known gramophone company.

It is anticipated that there will be a surplus of funds for distribution among the creditors of the Aircraft Mfg. Co.

### Miscellaneous Items of Trade News

The third annual dinner of the Federation of British Music Industries, at which many notabilities in the world of music will be present, is due to take place on January 26, just too late

for a complete report to be included in this issue.

The death, under somewhat painful circumstances, of H. Smart has caused widespread regret among his many friends in gramophone trade circles. Mr. Smart counted many years' experience of the trade, covering service with the British Zonophone Co., and for the past decade as manager of Perophone, Ltd.

Complaint is made against the dumping of foreign gramophone springs on this market at cut prices. The Invicta Spring Co., maker of the "Eel" brand, says that unless some official action is taken it is only a question of time before British spring-makers are driven out of business.

For some unknown reason (perhaps for the protection of home industries) Poland has prohibited the importation of gramophones and certain other musical instruments.

The famous electric sign, said to be the finest in London, which adorns the Gramophone Co.'s Oxford street building, is now in full and bright swing. It attracts many thousands of eyes daily and that means good advertising.

A new gramophone in the design of a miniature grand piano, with digitorium keyboard, is due to appear on this market shortly. It is for the assistance of elementary pianoforte students. Suitable records will dictate instruction while the student manipulates the keyboard.

### The Latest Grand Opera Zonophone Records

Most of the Zonophone records issued for some time past have been of the ordinary ten-inch variety. There has been a dearth of twelve-inchers and grand opera numbers. All the more welcome, therefore, is the inclusion of some of this class in recent issues. A selection from the new list follows: twelve-inch record No. A-258, "Don Giovanni," overture by the Black Diamond Band, whose magnificently well-balanced rendition of Mozart's grand work is a musical treat. The other side of this record carries another attractive item by the same band—"Mirèlla" Overture (Gounod). The second twelve-inch on the list, No. A-259, is a vocal by George Parker. His baritone voice is certainly very effectively used in two pleasing operatic excerpts—"A Word Allow Me" (Si Puo?), Leoncavallo, and "The Tempest of the Heart," from "Il Trovatore." A further attraction is that Mr. Parker sings both in English, clearly enunciated.

Of the two ten-inch grand opera records special welcome will be accorded the reappearance of the mysterious L'Incognita, whose beautiful soprano is heard in "Softly Sighs the Voice of

↓ ↓  
"PERFECT  
POINTS"  
↑ ↑

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**FROM OUR LONDON HEADQUARTERS—(Continued from page 156)**

Evening" and "Villanelle." In the latter the flute obbligato by John Amadio is exquisite. On G. O. 53 Marjorie Hayward gives us a fine example of the art of bowing, her two violin numbers for this disc being exceptionally fine. The titles are "Hungarian Dance," No. 5 (Brahms), and "Intermezzo" (Marcella).

Lastly, we have two records from the ordinary ten-inch double-side list. On 2195 is the great hit "Coal Black Mammy" and "I Shall Remember Your Kisses," from "The Co-optimists." Both are well sung by Dick Denton. Two typical numbers, "Cherie" and "My Sunny Tennessee," on 2194, by Herbert Payne, complete the program.

**A Record Preservative**

Some attention has been given this side to a new introduction called "Glissoline." The makers claim that by its use the life of a record is tripled.

So-called record revivers have been inflicted upon an unsuspecting gramophone public from the beginning of trade history. Such revivers seldom outlive the life of the record they are supposed to preserve. The fact is that new records do not want reviving and old ones are usually past resuscitation.

"Glissoline," however, comes to us with positive claims that it arrests the wear on a record and that on glissolined records any needle can be used at least ten times. These are strong claims. I have not had an opportunity of testing the solution, but it is spoken well of in several quarters.

**A New Style of Retail Advertising**

Looking through some of the Belfast newspapers I was particularly impressed with an editorial advertisement by Thos. Edens Osborne. At least, I take it as an advertisement, though the ordinary reader would not, perhaps. It is simply in the form of a letter, in which Mr. Osborne expresses his appreciation of the Gramophone Co.'s excellent advertisement in the Belfast Telegraph, whereby the famous "His Master's Voice" products were brought under the notice of many thousands of potential buyers at an appropriately good time. This introduces quite a new style of publicity, which, I think, deserves the recognition here given.

**Manufacturers' Travelers Meeting**

A meeting of Manufacturers' Travelers was held at the office of the Federation of Music Industries on December 21, the idea being to give to those present such information as to

the work of the Federation as would insure their interest and co-operation.

The organizing director explained the Federation activities in some detail and pointed out how it was possible for a corporate body, representing the whole of the industries, but not itself a trade concern, to accomplish what was beyond the powers of any individual firm.

As the result of the organizing director's remarks many of the travelers present said that they were extremely glad to have had their previous hazy views as to the Federation's work clarified and unanimously resolved to do all in their power to support the Federation.

**TO CARRY ON THE BUSINESS**

Lauzon Furniture Co., of Grand Rapids, Mich., in the Hands of Receiver A. M. Godwin

GRAND RAPIDS, MICH., February 7.—The Lauzon Furniture Co., of this city, manufacturer of talking machines and furniture, which was recently placed in the hands of a receiver, has liabilities estimated at \$66,785. The personal property of the concern is valued at \$145,000. Arthur M. Godwin, who has been named receiver, has been authorized to issue receiver's certificates to the amount of \$5,000 to carry on the business.

**You Ought to Know**

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# Advance RECORD BULLETINS for March, 1922

## VICTOR TALKING MACHINE CO.

- POPULAR SONGS**
- 18844 I'll Forget You.....John Steel 10  
The World Is Waiting for the Sunrise.
- 18847 Weep No More, My Mammy.....Peerless Quartet 10  
I'll Be Glad To Get Back To My Home Town, American Quartet
- 18848 That's How I Believe In You.....Henry Burr 10  
I Want You Morning, Noon and Night, Charles Harrison
- 18854 Granny (You're My Mammy's Mammy), Yvette Rugel 10  
Ka-Lu-A.....Edna Brown and Elliott Shaw 10  
In My Heart, On My Mind, All Day Long, Aileen Stanley and Billy Murray 10  
Hoo-Hoo-Hoo.....Aileen Stanley and Billy Murray 10
- DANCE RECORDS**
- 18850 Bow Wow Blues—Fox-trot, Original Dixieland Jazz Band 10  
Railroad Blues—Fox-trot, The Benson Orchestra of Chicago 10  
18851 Smilin'—Fox-trot, Green Brothers Mellorimba Orchestra 10  
Somewhere in Naples—Medley fox-trot, AH Star Trio and Their Orchestra 10  
18856 Dear Old Southland—Fox-trot, Paul Whiteman and His Orchestra 10  
They Call It Dancing—Medley fox-trot, Paul Whiteman and His Orchestra 10  
18857 Wimmie—Medley fox-trot, Club Royal Orchestra 10  
Good-Bye, Shanghai—Fox-trot, Club Royal Orchestra 10  
18858 When Shall We Meet Again—Medley waltz, Hackett-Bergé Orchestra 10  
By the Old Ohio Shore—Waltz, Green Brothers Mellorimba Orchestra 10  
18859 On the 'Gin 'Gin 'Ginny Shore—Fox-trot, Paul Whiteman and His Orchestra 10  
Marie—Fox-trot, Paul Whiteman and His Orch.

- VOCAL AND INSTRUMENTAL RECORDS**
- 45266 Chip of the Old Block.....Royal Dadmun 10  
Give a Man a Horse He Can Ride, Royal Dadmun 10  
45267 Smile Through Your Tears.....Lambert Murphy 10  
The Hand of You.....Lucy Isabelle Marsh 10  
45265 Washing Baby.....Marie Cahill 10  
Shopping.....Marie Cahill 10  
35714 Coppélia Ballet (Delibes)—Festival dance and waltz of the hours, Victor Concert Orchestra 12  
Malagueña (Alozkowski), Victor Concert Orchestra 12  
18849 Dream Kiss—Waltz, Frank Ferera and Anthony Franchini 10  
Laughing Rag.....Sam Moore and Horace Davis 10  
18852 (1) Boating on the Lake (Kullak); (2) Skating (Kullak); (3) Waltz (Gurlitt); (4) March (Gurlitt).....Victor Orchestra 10  
(1) La Bergeronette (Burgmuller); (2) Waltz (Schubert); (3) Scherzo (Gurlitt); (4) L'Arabesque (Burgmuller); (5) Le Secret—Intermezzo (Gauthier).....Victor Orchestra 10  
18853 (1) To a Humming Bird (MacDowell); (2) Elfenspiel (Kjerulf); (3) The Witch (Tschai-kowsky); (4) March of the Tin Soldiers (Tschai-kowsky).....Victor Orchestra 10  
(1) Knight of the Hobby Horse (Schumann); (2) The Clock (Kullak); (3) Postillion (Godard); (4) Peasant's Dance (Schytte).....Victor Orchestra 10

## COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS**
- A6205 Polonaise in "E" Major, Part 1—Piano solo, Percy Grainger 12  
Polonaise in "E" Major, Part 2—Piano solo, Percy Grainger 12  
49982 Scenes That Are Brightest (From "Maritana")—Soprano solo.....Rosa Ponselle 12  
A3524 Ship o' Dreams—Mezzo-soprano solo (violin obbligato by George Stell).....Barbara Maurel 10  
One Fleeting Hour—Mezzo-soprano solo, Barbara Maurel 10  
49971 Ideale—Baritone solo.....Riccardo Straciacari 12  
49622 La Traviata "Un Di Felice Etere" ("Ahl Ne'er Forgotten Day")—Soprano and tenor duet, Maria Barrientos and Charles Hackett 12  
A3527 (a) Limber Up Reel; (b) Oaken Bucket; (c) Speed the Plough—Fiddle solo, Don Richardson 10  
(a) Hull's Victory; (b) The Quiltin' Party, (c) College Hornpipe—Fiddle solo, Don Richardson 10  
A3526 Wedding of the Winds—Accordion duet, Marconi Brothers 10

- Skaters' Waltz—Accordion duet, Marconi Brothers 10  
A3523—Willow Grove March—Instrumental, U. S. Naval Academy Band 10  
Lights Out March—Instrumental, U. S. Naval Academy Band 10  
A3525 That's How the Shamoon Flows (From "Macushla")—Tenor solo.....Chauncey Olcott 10  
I'll Miss You, Old Ireland, God Bless You, Good Bye (From "Macushla")—Tenor solo, Chauncey Olcott 10  
A6204 Somebody Knows—Baritone solo.....Gypsy Smith 12  
Who Could It Be—Baritone solo.....Gypsy Smith 12  
A3538 Marie—Fox-trot.....Ted Lewis and His Band 10  
Down the Old Church Aisle (From "Greenwich Village Follies of 1921")—Fox-trot, Ted Lewis and His Band 10  
A3531—Stealing (Intro.: "I Hold Her Hand and She Holds Mine")—Medley fox-trot, The Happy Six 10  
Why Don't You Smile—Fox-trot, The Happy Six 10  
A3535 Remember the Rose—Piano duet, fox-trot, Frank Banta and Cliff Hess 10  
Roll On, Silvery Moon (Intro.: "Glow, Little Lantern of Love")—Piano duet, medley fox-trot.....Frank Banta and Cliff Hess 10  
A3540 Give Me My Mammy (From "Bombo"), Al Jolson, comedian 10  
My Mammy Knows (How to Cheer and Comfort Me)—Tenor and baritone duet, Charles Hart and Elliott Shaw 10  
A3534 Wabash Blues.....Dolly Kay, comedienne 10  
Got to Have My Daddy Blues, Dolly Kay, comedienne 10  
A3539 While Miami Dreams—Tenor solo.....Billy Jones 10  
There's a Down in Dixie Feelin' (Hanging Round Me)—Baritone solo.....Arthur Fields 10  
A3536 Which Hazel.....Al Herman, comedian 10  
A3537 The West Texas Blues—Comedienne and jazz band, Edith Wilson and Johnny Dunn's Original Jazz Hounds 10  
I Don't Want Nobody Blues—Comedienne and Jazz Band, Edith Wilson and Johnny Dunn's Original Jazz Hounds 10

- MID-MONTH LIST DANCE RECORDS**
- A3528 Ty-Tee (Tahiti)—Fox-trot.....Eddie Elkins' Orch. 10  
When Buddha Smiles—Fox-trot, Eddie Elkin's Orch. 10  
A3532 Granny—Fox-trot.....The Columbians 10  
She Loves Me, She Loves Not (Intro.: "A Doll House," from "The Perfect Fool")—Medley fox-trot.....The Columbians 10  
A3533 Dapper Dan—Fox-trot, Knickerbocker Orch. (direction Eddie Elkins) 10  
I Want You Morning, Noon and Night (Intro.: "Little Partner of Mine")—Medley fox-trot, Knickerbocker Orch. (direction Eddie Elkins) 10  
A3530 Delia—Tenor solo.....Frank Crumit 10  
In My Heart, On My Mind, All Day Long—Tenor solo.....Frank Crumit 10  
A3529 When Shall We Meet Again—Tenor and baritone duet.....Charles Hart and Elliott Shaw 10  
Just a Little Love Song—Tenor solo, Howard Marsh 10

## AEOLIAN CO.

- OPERATIC SELECTIONS**
- 30149 Otello-Brindisi (Inafra l'ugola) (Verdi)—Baritone drinking song, in Italian, Vocalion Orchestra accomp.....Giacomo Rinaldi 10  
52027 Pearl of Brazil (Charmant oiseau) (Charming Bird) (David)—Soprano, in French, Vocalion Orchestra accomp.....Evelyn Scotney 12  
52028 Elijah (It Is Enough) (Mendelssohn)—Baritone, Vocalion Orchestra accomp., John Chas. Thomas 12
- STANDARD SELECTIONS**
- 30150 The Rosary (Nevin)—Soprano, violin, cello and harp accomp.....Marie Sundelius 10  
20004 Night of Love (Fuzy-Worth-Heltman)—Soprano, Vocalion Orchestra accomp.....Nellie and Sara Kouns 10  
24022 Killarney (Balfe)—Tenor, Vocalion Orchestra accomp.....Colin O'More 10  
Molly Bawn (Lover)—Tenor, Vocalion Orchestra accomp.....Colin O'More 10
- INSTRUMENTAL SELECTIONS**
- 14279 Serenade (Schubert).....Aeolian Light Orchestra 10  
Voice of Love (Schumann).....Aeolian Light Orchestra 10  
14280 The Cherry Blossom—Traditional jig, accordion; piano accomp. by J. Muller, Patrolman Frank Quinn 10  
The Swallow's Tail—Traditional reel, accordion, piano accomp. by J. Muller, Patrolman Frank Quinn 10
- ITALIAN SELECTIONS**
- 14281 Chi me lo mette (Who will put the ring on my finger) (Camerlingo)—In Italian, mandolin, harp and flute accomp.....Teresa de Matienzo 10  
Croce rossa (The red cross) (Melina-de-Crescenjo)—In Italian, mandolin, harp and flute accomp.....Teresa de Matienzo 10
- HEBREW SELECTIONS**
- 2003 Tinkanto shabos—In Hebrew, traditional, orchestra accomp.....Cantor Josef Shlisky 10  
Y'hi rotzon—In Hebrew, traditional, orchestra accomp.....Cantor Josef Shlisky 10
- COMEDY SELECTIONS**
- 14282 Cohen Takes His Friend to the Opera, Part 1 (Silver).....Monroe Silver and Steve Porter 10  
Cohen Takes His Friend to the Opera, Part 2 (Silver).....Monroe Silver and Steve Porter 10  
14271 That's How I Believe In You (Dubin-Cunningham-Rule)—Orchestra accomp., Charles Harrison and Everett Clarke 10  
Dear Old Southland (Creamer-Layton)—Orchestra accomp.....Irving Kaufman 10  
14283 Mammy Lou (Sterling-Moran-Von Tilzer)—Orchestra accomp.....Broadway Quartet 10  
Carolina Rolling Stones (Parish-Young-Squires)—Orchestra accomp.....Gotham Trio 10

- DANCE SELECTIONS**
- 14284 Persianna (White)—Oriental fox-trot, Bar Harbor Society Orchestra 10  
Tell Her At Twilight (Just Sing Love's Sweet Song) (Donaldson)—Fox-trot, Yerkes' Flotilla Orchestra 10  
14285 Song of India (adapted from Rimsky-Korsakoff's theme) (arranged by R. H. Bowers)—Fox-trot, Wiedoeft's Californians 10

- Dear Old Southland (Creamer-Layton)—Fox-trot, Wiedoeft's Californians 10  
14286 Why Don't You Smile (Schwartz)—Fox-trot, Yerkes' Flotilla Orchestra 10  
Smilin' (Coburn-Rose Wolohan-Krausgrill)—Fox-trot.....Irving Weiss Club Maurice Orchestra 10  
14287 Moon River (David)—Waltz, Bar Harbor Society Orchestra 10  
Three o'Clock in the Morning (Robledo)—Waltz, Bar Harbor Society Orchestra 10  
14288 Irish Song Medley, Part 1 (Come Back to Erin, Believe Me If All Those Endearing Young Charms) (Eileen Alannah, Wearing of the Green) (arranged by R. H. Bowers)—Waltz, Selvin's Dance Orchestra 10  
Irish Song Medley, Part 2 (St. Patrick's Day, Minstrel Boy, Killarney, Low Back'd Car) (arranged by R. H. Bowers)—Waltz, Selvin's Dance Orchestra 10  
14289 Granny (My Mammy's Mammy) (Aksit)—Fox-trot.....Bar Harbor Society Orchestra 10  
While Miami Dreams (Whiting)—Fox-trot, Bar Harbor Society Orchestra 10  
14278 Ty-Tee (Tahiti) (Wood-Bibo)—Fox-trot, Yerkes' S. S. Flotilla Orchestra 10  
Good-bye, Shanghai (Meyer)—Fox-trot, Yerkes' S. S. Flotilla Orchestra 10

## BRUNSWICK RECORDS

- 23d RELEASE**
- 30012 Ballo in Maschera—Eri tu che macchiavi (Is It Thou?) (Act III, Scene 1) (Verdi)—Baritone, with orchestra.....Giuseppe Danise 10  
10050 Melody in F (Opus 3, No. 1) (Rubinstein)—Pianoforte solo.....Leopold Godowsky 10  
30027 Air for G String (Bach)—Violin solo, pianoforte by Paul Frenkel.....Bronislaw Huberman 10  
5080 Aloha Oe (Farewell to Thee) (Liliuokalani)—Soprano and male trio, with orchestra, Irene Williams and Male Trio 10  
Golondrina (The Swallow) (Serradell)—Soprano and contralto, with orchestra, Irene Williams and Elizabeth Lennox 10  
11033 Little Town in the Ould County Down (Pascoe-Carlo-Sanders)—Tenor, with orchestra, Theo Karle 10  
Lassie o' Mine (Rowles-Walt)—Tenor, with orchestra.....Theo Karle 10  
2178 Italian Airs (Son Geloso, Mamma Mia, Marinariello, O Sole Mio, Campana Di San Guisto)—Accordion solo, arranged by Perry.....Mario Perry 10  
Gloria Waltz (Perry)—Accordion duet, Mario Perry and Joseph Peppino 10  
20000 Stradella Overture (Flow)—Concert band, Walter B. Rogers and His Band 10  
Merry Wives of Windsor Overture (Nicolai)—Concert band.....Walter B. Rogers and His Band 10  
2181 I've Got My Habits On (Durante)—Fox-trot, for dancing.....Bennie Krueger's Orchestra 10  
School House Blues (From "Music Box Revue") (Irving Berlin)—Fox-trot, for dancing, Bennie Krueger's Orchestra 10  
2182 Smilin' (Intro.: "Have You Forgotten") (Rose-Wolohan-Krausgrill-Burnett-Cooper-Stevenson)—Fox-trot, for dancing.....Selvin's Orchestra 10  
Good-bye, Pretty Butterflies (Cooke-Olman)—Fox-trot, for dancing.....Selvin's Orchestra 10  
2183 By the Pyramids (Fiorito)—Fox-trot, for dancing, Gene Rodemich's Orchestra 10  
Right or Wrong (Sizemore-Biese)—Fox-trot, for dancing.....Gene Rodemich's Orchestra 10  
2184 Ka-Lu-A (From "Good Morning, Dearie") (Caldwell-Kern)—Tenor and male trio, with orchestra.....William Reese and Male Trio 10  
Say It With Music (From "Music Box Revue") (Irving Berlin)—Baritone and male trio, with orchestra.....Elliott Shaw and Male Trio 10  
2185 In Bluebird Land (Williams-Short)—Soprano and tenor, with orchestra, Irene Audrey and Charles Hart 10  
That's How I Believe in You (Dubin-Cunningham-Rule)—Tenor and male trio, with orchestra.....James Craven and Male Trio 10  
2179 Dear Old Southland (Creamer-Layton)—Baritone, with orchestra.....Ernest Hare 10  
My Hawaiian Melody (Ringle-Coote)—Soprano and contralto.....Irene Audrey and Emily Earle 10  
2180 Ty-Tee (Bibo)—Fox-trot, for dancing, Carl Fenton's Orchestra 10  
Stealing (Sullivan)—Fox-trot, for dancing, Carl Fenton's Orchestra 10

## EDISON AMBEROL RECORDS

- TIMELY RECORDS**
- 4471 Tuck Me To Sleep (In My Old Kentucky Home) (Meyer)—Xylophone, Signor Lou Chiha ("Friscoe") 10  
4472 Leave Me With a Smile (Koehler-Burnett)—Fox-trot, for dancing.....Club de Vingt Orchestra 10  
4473 Ka-Lu-A (Intro.: "Blue Danube Blues" from "Good Morning, Dearie") (Kern)—Medley fox-trot, Broadway Dance Orchestra 10  
4474 That's How I Believe In You (Rule)—Tenor, Walter Scanlan 10  
4475 Dream of Your Smile (Conrad)—Fox-trot, for dancing.....Harry Raderman's Jazz Orchestra 10
- REGULAR LIST**
- 4456 Bonnie Maggie Tamson (H. Lauder).....Glen Ellison 10  
4457 Wonderland of Dreams (Abbott)—Violin, Rae Eleanor Ball 10  
4458 In My Heart, On My Mind, All Day Long, and I Wonder If You Still Care for Me (Kalmarruby-Snyder)—Xylophone, Signor Lou Chiha ("Friscoe") 10  
4459 Dapper Dan (A. Von Tilzer)—Tenor and baritone, Billy Jones and Ernest Hare 10  
4460 There's Only One Pal After All (Klickmann)—Baritone.....Edward Allen 10  
4461 It's You (Conrad)—Fox-trot, for dancing, Rudy Wiedoeft's Californians 10  
4462 A Mother's Croon (Walt)—Soprano.....Margt. A. Freer 10  
4463 Yorktown's Centennial March (Souza), United States Marine Band 10  
4464 The Shop Girl—Department store scene, Justine Roberts 10  
4465 Tea-cup Girl (Wilson)—Fox-trot, for dancing, Lenzberg's Riverside Orchestra 10  
4466 Jesus, I Come to Thee (Stebbins)—Tenor and baritone.....John Young and Fred J. Wheeler 10  
4467 Remember the Rose (Simons)—Soprano and tenor, Betsy Lane Shepherd and Lewis James 10  
4468 Little Min-nee-hal hal (Re My Little Injun Squaw) (Kalmarruby).....Isabelle Patricola 10



ADVANCE RECORD BULLETINS FOR MARCH—(Continued from page 158)

- 4469 My Mother's Evening Prayer (Green-Pierce-Dublin)—Tenor.....George Wilton Ballard
- 4470 Weep No More (My Mammy) (Pollack)—Fox-trot, for dancing.....Harry Raderman's Jazz Orchestra
- HITS FOR JANUARY**
- 4451 Wabash Blues (Meinken)—Fox-trot, Broadway Dance Orchestra
- 4452 Georgia Rose (Rosenthal)—Fox-trot, for dancing, Rudy Wiedoeft's Californians
- 4453 Have You Forgotten? (Burtnett-Cooper-Stevenson)—Fox-trot.....Club de Vingt Orchestra
- 4454 Sal-O-Alay (Stolz)—Fox-trot, Broadway Dance Orch.
- 4455 April Showers (Intro: "Down South," from "Bombo") (Silvers-Donaldson)—Medley fox-trot, for dancing.....Club de Vingt Orchestra

EDISON RE-CREATIONS

- 50870 St. Patrick's Day Medley (Larry Briers)—Jigs, violin, piano accomp.....Joseph Samuels
- Oh, Gee! (Joe Linder)—Medley of Irish reels, accordion, piano accomp.....John J. Kimmel
- 50871 Ambrose and Steve in Court—Vaudeville sketch, Billy Golden and Billy Heins
- Shop Girl—Department store scene.....Justine Roberts
- 50872 Valse Caprice, No. 1 (Frosini)—Accordion, P. Frosini
- Perfect Day (Jacobs-Bond)—Nylophone, Signor Lou Chiha ("Friscoe")
- 73003 Das verbrochene Ringlein (The Little Broken Ring) (Glück)—Baritone, in German, Eduard Mittelstadt
- Muss i denn zum Städle hinaus? (Must I Then Leave My Little Town?)—Baritone, in German, Eduard Mittelstadt
- 80675 Just For Today, No. 11, (Lesson Sermon, "Substance") (Abbot)—Baritone, harp accomp. by Paul Suerth.....Robert C. Dyrenforth
- Consider the Lilies, No. 12 (Lesson Sermon, "Matter") (Topliff)—Baritone, Robert C. Dyrenforth
- 80676 Enough To Know, No. 13 (Lesson Sermon, "Reality") (Ross)—Baritone, organ accomp. by Robert Gayler.....Robert C. Dyrenforth
- Lord Is My Shepherd, No. 14 (Lesson Sermon, "Unreality") (Liddle)—Baritone, Robert C. Dyrenforth
- 80688 Leave It With Him (Ellis)—Contralto, Georgia Brevillicr
- Land Where the Roses Never Fade (Ackley)—Baritone.....Robert E. Clark
- 80689 Erminie Airs, No. 1 (Jakobowski)—Mixed voices, New York Light Opera Company
- Erminie Airs, No. 2 (Jakobowski)—Mixed voices, New York Light Opera Company
- 80690 Sunshine and Cloud (Glover)—Contralto and haritone.....Helen Clark and Joseph Phillips
- Could I See My Boy Again (Westendorf)—Contralto.....Elizabeth Lennox and Chorus
- 80691 Love Me Or Not (Arranged by A. L. Secchi)—Tenor.....Paul Reimers
- Flow Gently, Sweet Afton (Spilman)—Contralto, Christine Miller
- 80692 Berceuse (Hjynsky).....Zoelner String Quartet
- War Dance (Skilton).....Zoelner String Quartet
- 80693 La Gitana (Kreisler)—Violin, piano accomp. by Maurice Nadelle.....J. Piastro Borissoff
- Mazurka de Concert (Musin)—Violin, piano accomp. by Maurice Nadelle.....J. Piastro Borissoff
- 80702 Blue Danube Waltz (Strauss-Chapman)—Piano, Walter Chapman
- Liebstraum (Dream of Love) (Liszt)—Piano, Walter Chapman
- 82247 Silvio a quest'ora (Silvio! At This Hour?) (Pagliacci) (Leoncavallo)—Soprano and baritone, in Italian.....Claudia Muzio and Mario Laurenti
- Io son l'umile ancella (Of Art I Am Only the Hand Maid) (Adriana Lecouvreur) (Gilea)—Soprano, in Italian.....Claudia Muzio
- 82248 Clang of the Forge (Rodney)—Bass-baritone, Arthur Middleton
- Voice of the Mountain Land (J. R. Thomas)—Bass-baritone.....Arthur Middleton
- 82249 Dearie (Kummer)—Soprano.....Anna Case
- 'Tis Not True (Mattet)—Baritone.....Mario Laurenti
- DECEMBER FLASH NO. 4**
- 50887 If You Like Me, Like I Like You (Gilbert)—Tenor.....Lewis James
- When Shall We Meet Again (Whiting)—Soprano and tenor.....Gladys Rice and Lewis James
- DECEMBER FLASH NO. 5**
- 50897 Down in Midnight Town (H. Von Tilzer)—Male voices.....Premier Quartet
- Tomorrow Land (Tandler)—Tenors, Charles Hart and Lewis James

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MARCH

STANDARD VOCALS

- 27519 (Pathé) In the Sweet Bye and Bye (Webster).....Margaret Matzenauer
- Home Sweet Home (Payne-Bishop).....Margaret Matzenauer
- 20675 (Pathé) Honey, Dat's All (Gillespie-Van Alstyne).....Vernon Dalhart
- Dear Old Southland (Creamer-Layton).....William Lowe
- 20676 (Pathé) I Hear You Calling Me (Harford-Marshall).....Charles Harrison
- Serenade (Schubert).....Lewis James and Charles Hart
- SACRED**
- 20677 (Pathé) Whispering Hope (Hawthorne).....Gladys Rice and Nevada Van der Veer
- Sweet Hour of Prayer (Bradbury).....Nevada Van der Veer
- HAWAIIAN**
- 20678 (Pathé) Hawaiian Eyes (Coots).....Ferera and Franchini
- Hawaiian Rainhow (Gravelle-Haring).....Warren Mitchell
- NOVELTY**
- 20670 Casey Jones.....County Harmonizers
- Arkansas Traveller.....Steve Porter
- POPULAR VOCALS**
- 20693 (Pathé) Roll On, Silvery Moon (Fisher).....Ernest Hare
- There's a Down in Dixie Feelin' (Perkins).....Ernest Hare
- 20694 (Pathé) After the Rain (Kahn-Sizemore-Shrigley).....Billy Jones
- Just a Little Love Song (Young-Lewis-Cooper).....Billy Jones
- 20695 (Pathé) Carolina Rolling Stone (Parish, Young-Squires).....Vernon Dalhart
- Atta Baby.....Al Bernard
- DANCE RECORDS**
- 20696 (Pathé) Persianna—Fox-trot, Ernest Hussar and His Hotel Claridge Orch. (N. Y. C.)
- Old-Fashioned Girl—Fox-trot, Ernest Hussar and His Hotel Claridge Orch. (N. Y. C.)

- 20697 (Pathé) Granny—Fox-trot, Casino Dance Orchestra
  - Stealing—Fox-trot.....Casino Dance Orchestra
  - 20698 (Pathé) Why Don't You Smile—Fox-trot, Ernest Hussar and His Hotel Claridge Orch. (N. Y. C.)
  - Good-bye, Shanghai—Fox-trot, Casino Dance Orchestra
  - 20699 (Pathé) Carolina Blues—Fox-trot, Synco Jazz Band
  - On the Gin, Gin, Ginny Shore—Fox-trot, Synco Jazz Band
  - 20700 (Pathé) Little Girl—Fox-trot, The Royale Trio
  - All That I Need Is You—Fox-trot, Samuels' Music Masters
- All of these records may be obtained in both Pathé (sapphire) and Actuelle (needle-cut).

OKEH RECORDS

CLASSICAL RECORDS

- 72305 Le Cygne (The Swan) (Saint-Saens)—Violin solo.....Jan Kubelik 10 1/2
- 50002 Carmen—Il fior che avevi a me (The Flower Song) (Bizet)—Tenor, with orchestra, in Italian.....John McCormack 12
- 52001 Faust—Cavatina—Gegrusst sei mir (All Hail, Thou Dwelling Lowly) (Gounod)—Tenor, with orchestra, in German.....Leo Szek 12
- 3009 Rigoletto (Selections, Part 1) (Verdi), European Concert Band
- Rigoletto (Selections, Part 2) (Verdi), European Concert Band
- 3010 Rienzi (Overture, Part 1) (Wagner), European Concert Band
- Rienzi (Overture, Part 2) (Wagner), European Concert Band

DANCE RECORDS

- 4496 Thrills (Eugene West)—Fox-trot, Rega Dance Orchestra
- Whistle the Blues Away (Jack Coale)—Fox-trot, Rega Dance Orchestra
- 4497 Blue Danube Blues (From musical comedy, "Good Morning, Dearie") (Jerome Kern)—Fox-trot, Blue Diamond Dance Orchestra
- Ka-Lu-A (From musical comedy, "Good Morning, Dearie") (Jerome Kern)—Fox-trot (Hawaiian guitar effect by Virginia Burt), Blue Diamond Dance Orchestra
- 4498 The Sheik of Araby (Ted Snyder)—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys
- Four Horsemen (Alice Terry)—Fox-trot, Glantz and His Orchestra
- 4499 The Down Home Blues (Tom Delaney)—Fox-trot, Tampa Blue Jazz Band
- Every Day (Shepard N. Edmonds)—Fox-trot, Tampa Blue Jazz Band
- 4500 Blue Moon (Intro: "Swanee River") (E. Burt-nett-L. Marcasie)—Medley fox-trot, Damon's Orchestra
- Good-bye, Pretty Butterflies (J. Yellen-C. L. Cooke-A. Olman)—Fox-trot.....Damon's Orch.
- 4502 Leave Me With a Smile (C. Koehler-E. Burtnett)—Fox-trot, Erdody and His Famous Orchestra
- Ten Little Fingers and Ten Little Toes (Down in Tennessee) (I. Schuster-Ed. G. Nelson)—Fox-trot.....Erdody and His Famous Orchestra
- 4503 Kill 'Em With Kindness (Abner Silver)—One-step.....Julius Lenzberg's Harmonists
- I Want Love (Maurice Yvain)—Fox-trot, Julius Lenzberg's Harmonists
- 4504 Dear Old Southland (Creamer-Layton)—Fox-trot, James P. Johnson's Harmony Eight
- Bandana Days (Intro: "Love Will Find a Way," from "Shuffle Along") (Sissle-Blake)—Medley fox-trot, James P. Johnson's Harmony Eight
- 4505 Da Da Da My Darling (Jimmie Monaco)—Fox-trot, Damon's Orchestra
- Hawaiian Starlight (From musical romance, "Hawaiian Starlight") (F. W. Hager-J. Ring)—Fox-trot, Imitation of Hawaiian guitar by Virginia Burt, Blue Diamond Dance Orchestra
- 4514 Moon River (Lee David)—Waltz, Rega Dance Orchestra
- Three o'Clock in the Morning (Julian Robledo)—Waltz, Whistling effects by Sibyl Sanderson
- Fagan.....Rega Dance Orchestra
- 4515 Song of India (Rimsky-Korsakoff)—Fox-trot, Glantz and His Orchestra
- When Buddha Smiles (N. H. Brown-A. Freed)—Fox-trot.....Glantz and His Orchestra
- 4516 Smilin' (Coburn-Rose-Wolohan-Krausgrill)—Fox-trot, Blue Diamond Dance Orchestra
- Ain't You Coming Out, Malinda? (Harry Von Tilzer)—Fox-trot, Blue Diamond Dance Orch.

INSTRUMENTAL RECORDS

- 4506 Lucia Di Lammermoor (Donizetti)—Piano sextet, Transposition by Himmelreich, Ferdinand Himmelreich
- Silver Threads Among the Gold—Piano, Transcription by Himmelreich.....Fred Himmelreich
- 4508 Medley of Hymns (Intro: "Lead Kindly Light" and "Nearer My God to Thee")—Church chimes and harp-phone bells.....James Hager
- Onward Christian Soldiers—Cathedral chimes and church chimes.....James Hager
- 4518 The Irish Washerwoman—Jig, Accordion with piano accomp. by Nellie Meany, Peter J. Conlon
- Stack of Barley—Long dance, Accordion with piano accomp. by Nellie Meany, Peter J. Conlon
- 4495 Keep Off the Grass (James P. Johnson)—Piano solo.....James P. Johnson
- Carolina Shout (James P. Johnson)—Piano solo, James P. Johnson
- 4509 One, Two, Three, Four—Hawaiian guitar duet, Ferera-Franchini
- Pau Carnation—Hawaiian guitar duet, Ferera-Franchini
- 4512 My Hawaiian Melody (D. Ringle-J. F. Coots)—Hawaiian guitar duet with Hawaiian guitar imitation by Virginia Burt, Frank Ferera and Anthony Franchini
- Hawaii (Isles of Happiness) (C. E. King)—Waltz.....Okeh Marimba Band

UNCLE JOSIE RECORDS

- 4517 Uncle Josh Buys an Automobile (Cal Stewart)—Monologue.....Byron G. Harlan
- Uncle Josh At the Circus (Cal Stewart)—Monologue.....Byron G. Harlan
- FOR THE COLORED CATALOG**
- 8022 Wang Wang Blues (L. Wood-G. Mueller-B. Johnson-H. Busse)—Colored vocal quartet, The Norfolk Jazz Quartet
- Get Hot (Al Siegel)—Colored vocal quartet, The Norfolk Jazz Quartet
- 8023 Home Again Blues (Irving Berlin-Harry Akst)—Colored vocal quartet.....Palmetto Jazz Quartet
- Base Ball Blues (George Turner)—Colored vocal quartet.....Palmetto Jazz Quartet
- 8024 Cuhanita (W. Goldman-W. Freedman)—Fox-trot, Mamie Smith's Jazz Hounds
- Rambling Blues (Al. Bernard-D. J. La Rocca-L. Shields)—Fox-trot, Mamie Smith's Jazz Hounds

- 8025 Stingaree Blues (A Down Home Blues) (Clinton A. Kemp)—Contralto, with orchestra, Esther Bigeou
- If That's What You Want Here It Is (Shepard N. Edmonds)—Contralto with orchestra, Estlier Bigeou

NEW IRISH SELECTIONS

- 21001 The Foggy Dew (New version) (E. Milligan-C. M. Fox)—Irish tenor with orchestra, James O'Neil
- When Irish Eyes Are Smiling (C. O'Leott-G. Graff, Jr.-E. R. Ball)—Irish tenor with orchestra.....James O'Neil
- 21002 Danny Boy (F. E. Weatherly)—Irish tenor with orchestra.....Emmet O'Toole
- Willy Reilly and His Colleen Bawn—Irish tenor with orchestra.....James O'Neil
- 21003 God Save Ireland (Alfred Moffat)—Irish baritone with orchestra.....Patrick Jordan
- The Harp That Once Thro' Tara's Halls (Thomas Moore)—Irish tenor with orchestra, Emmet O'Toole
- 21004 Who Fears to Speak of Easter Week?—Irish baritone with orchestra.....Cathol O'Hare
- The Felons for Our Land (J. J. Johnson)—Irish tenor with orchestra.....Shaun O'Mally
- 21005 Barn Dance—Irish accordion solo, Piano accomp. by Nellie Meany.....Peter J. Conlon
- Cameronian Reel—Irish accordion solo, Piano accomp. by Nellie Meany.....Peter J. Conlon

VOCAL RECORDS

- 4492 I Ain't Gonna Be Nobody's Fool (F. Davis-G. Bennett-Van-Scheneck)—Contralto with orchestra.....Vaughn De Leath
- All By My Lonesome Blues (D. MacBoyle-S. Coslow)—Contralto with orchestra, Vaughn De Leath
- 4493 Snow Flakes (From "Greenwich Village Folies, 1921") (J. M. Anderson-A. Swanstrom-C. Morgan)—Baritone with orchestra, Ernest Hare
- On the Old Bob Sled (Milo-Rega)—Male quartet with orchestra.....Shannon Four
- 4494 Hawaiian Chimes (I. Bibo-E. Applefield)—Tenor-contralto duet, Hawaiian guitar effect by Virginia Burt.....Lewis James and Jane Neilson
- Dreamy Hawaiian Shore (Virginia Burt)—Soprano with orchestra.....Virginia Burt
- 4501 When Francis Dances With Me (B. Ryan-Violinsky)—Tenor-contralto duet with orchestra, Billy Jones and Vaughn De Leath
- Oh Dear (C. Friend-J. Blyler)—Tenor with orchestra.....Billy Jones
- 4511 Let's Agree to Disagree (M. Smith-C. Smith-J. Durante)—Popular blues vocal, Mamie Smith and Her Jazz Hounds
- Sweet Man o' Mine (R. Turk-J. R. Robinson)—Popular blues vocal, Mamie Smith and Her Jazz Hounds
- 4513 Weep No More (My Mammy) (S. D. Mitchell-S. Clare-L. Pollack)—Contralto with orchestra, Aileen Stanley
- Write and Tell Your Mammy (I'm Coming) (B. Grossman-B. Frisch-W. Donaldson)—Contralto with orchestra.....Aileen Stanley
- 4510 Brighten the Corner Where You Are—Sacred song, Tenor with organ accomp., Charles Hart
- When I Look In His Face—Sacred duet, Tenor and haritone with organ accomp., Elliott Shaw and Charles Hart
- 4507 Kathleen Mavourneen—Tenor with orchestra, Frank J. Corbett
- Killarney—Tenor with orchestra, Frank J. Corbett

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DANCE

- 10491 Song of India (Rimsky and Korsakoff)—Fox-trot, Glantz and His Orchestra
- Smilin' (Coburn-Rose-Wolohan-Krausgrill)—Fox-trot, Glantz and His Orchestra
- 10492 Ty-Tee (Fahit) (Wood-Bibo)—Fox-trot, Joseph Samuels' Music Masters
- Stealing (Dan Sullivan)—Fox-trot, Joseph Samuels' Music Masters
- 10493 I Want My Mammy (Louis Breau)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- The Sun Will Soon Be Shining (For You, Sweetheart of Mine) (Kortlander-Squires)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 10494 April Showers (From the musical production "Bombo") (Louis Silvers)—Fox-trot, Golden Gate Orchestra
- Georgia Rose (Intro: "Snowflake") (Rosenthal-Morgan)—Medley, fox-trot.....Golden Gate Orch.
- 10495 All That I Need Is You (Santly and Baer)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- By the Silvery Nile (Charles L. Johnson)—Fox-trot.....Plantation Dance Orchestra
- 10496 Arkansas Blues (Lada and Williams)—Fox-trot, Lanin's Southern Serenaders
- Lonesome-Lovesick Got-To-Have-My-Daddy Blues (Erdman-Cohn-Jones)—Fox-trot, Lanin's Southern Serenaders

VOCAL

- 10497 Granny (You're My Mammy's Mammy) (Young-Lewis-Akst)—Tenor solo, orchestra accomp., Charles Harrison
- Lalawana Lullaby (Stark-White)—Tenor and haritone duet, orchestra accomp., Vernon Dalhart and Ernest Hare
- 10498 That's How I Believe in You (Dublin-Cunningham-Rule)—Tenor solo, orchestra accomp., Richard Bold
- In My Heart, On My Mind, All Day Long (Kaimar-Ruby)—Tenor solo, orchestra accomp., Richard Bold
- 10499 Roll On, Silvery Moon (Fred Fisher)—Novelty song, orchestra accomp., Al Bernard and Frank Kamplain
- How Is It By You (By Me It's Fine) (Bartton and Perkins)—Novelty song, orchestra accomp., Arthur Fields
- STANDARD**
- 10500 Come Back to Erin (Claribel)—Tenor solo, orchestra accomp., John Finnegan
- When It's Moonlight in Mayo (Mahoney-Wenrich)—Tenor solo, orchestra accomp., Hugh Donovan

CONNORIZED MUSIC CO.

- 3041 Ty-Tee (Bibo)—Fox-trot.....Lanin's Dance Orchestra
- The Sheik of Araby (Wheeler-Snyder)—Fox-trot, Lanin's Dance Orchestra
- 3042 Just a Little Love Song (Young-Lewis)—Fox-trot, Lanin's Dance Orchestra
- Blue Danube Blues (Caldwell-Kern)—Fox-trot, Lanin's Dance Orchestra
- 3043 Plantation Lullaby (Stevens-Gillette-Holmer), Strand Theatre Quartet

(Continued on page 161)



# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

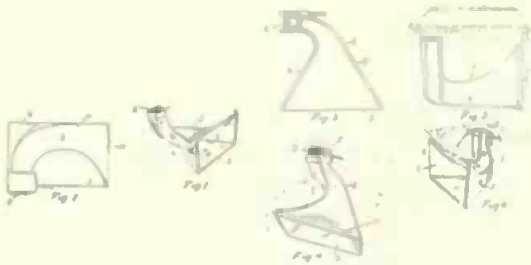
WASHINGTON, D. C., February 8.—Phonograph Resonator. John Herzog, Saginaw, Mich., assignor to the Sonora Phonograph Co., New York. Patent No. 1,397,733.

This invention relates to resonators and pertains more particularly to an improved construction for horns of sound-reproducing instruments such as phonographs and the like.

The objects of the improvement are, first, to provide a horn having a sound-carrying channel of angular cross-sectional shape, the walls of the channel being in the form of warped or twisted planes, whereby the resonance of the horn is increased and the quality or timbre of the sound is unimpaired by its transmission through the resonator.

A further object is to provide a horn of such construction and shape that it can be made of wood at relatively small expense and yet be of such shape that that part of the tapered body near the smaller end of the horn may be bent laterally and upwardly to a position such that the tone arm of a phonograph may be joined to the upper end of the horn at one corner of the motor board of the instrument, while enabling the horn to deliver the sound from its flared end extending across the front of the cabinet of the phonograph. Thus the horn, in its preferred form, passes underneath the motor and then laterally and upwardly to the corner of the motor board, occupying small space and enabling the horn and the mechanism of the phonograph to be arranged compactly.

In the drawings Figure 1 is a perspective view of a resonator or horn built in accordance with the invention and shown as it would appear when viewed from one side; Fig. 2 is a rear end view

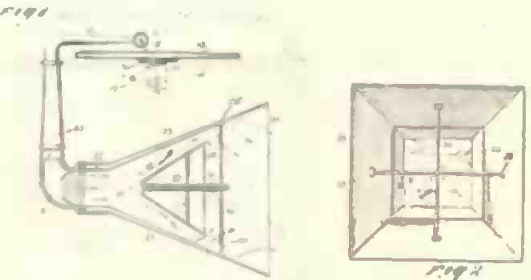


shown inverted; Fig. 3 is a top plan view of the form of horn shown in Fig. 1; Fig. 4 is a perspective view of the horn as seen from above; Fig. 5 is a side elevation; Fig. 6 is a perspective view, showing the side opposite that illustrated in Fig. 1.

**Amplifying System for a Complex Sound-vibration Source.** Lorren M. Hart, New York. Patent No. 1,398,965.

This invention relates to amplification of sonorous vibrations and the object is to make possible the delivery of a complex vibration sound of large volume in such a manner and of such qualities that it can be perceived by an audience as if identical with the perception of an original sonorous vibration.

The invention is applicable particularly to the



amplification of the complex vibrations of a phonograph, although it is also applicable to those of a telephone receiver and, in fact, any complex vibration source of a volume too weak for practical purposes without amplification of any kind whatsoever.

An object of the invention is to provide this and it is accomplished by preventing the direct passage of the air vibrations from the sound conduit through the amplifying sound chamber and, by deliberately deflecting them against elastic sounding boards designed particularly to be responsive to the harmonics and overtones which require generous amplification, then, as it were, to focus the generously amplified harmonics and overtones together with the amplified vibrations primarily created by air column resonance.

Figure 1 is a diagrammatic vertical side elevation with important parts shown in section, and Fig. 2 is a front elevation of the amplifying mechanism.

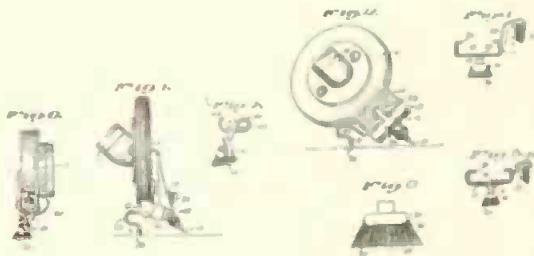
**Brush for Talking Machine Records.** Joseph F. Borst and William Borst, Brooklyn, N. Y. Patent No. 1,399,714.

The present invention relates more particularly to an attachment for the sound box or reproducer thereof. The primary object is to provide a brush attachment for talking machine sound boxes.

It is a further object to provide a brush which is capable of use with sound boxes so mounted as to adapt them for playing records of both the hill-and-dale and lateral types; a brush that will in either position engage the record in advance of the stylus of the sound box and in the path of the stylus in order that the sound grooves may be cleaned of foreign matter before they are engaged by the stylus.

Brushes have heretofore been used in this connection, but have ordinarily been attached to the tone arm of the talking machine rather than to the sound box itself, which method of support has disadvantages in that the path of the brush and the path of the stylus are not always coincident, which is especially true during the playing of the central part of a disc record, and it is a further object of the invention to so mount the brush that its path of travel will at all times coincide with the path of travel of the stylus.

Figure 1 is a side view of a sound box showing the position of the brush thereon, the sound box in this figure being shown in the position



to play records of the hill-and-dale type; Fig. 2 is a side elevation of the sound box when in the position to play records having lateral undulations; Fig. 3 is a detail view of the brush head; Fig. 4 is a detail view of one form of collar for the brush; Fig. 5 is a detail view of a modified form of collar; Fig. 6 is a detail elevational view partly in section showing a single brush applied to the sound box; Fig. 7 is a detail perspective view of a slightly different form of brush.

**Reproducer.** Jobby Belpedio, Bridgeport, Conn. Patent No. 1,399,922, December 13.

This invention relates to new and useful improvements in reproducers for talking machines and has for a primary object the provision of a device of the above-stated character, which is capable of reproducing sounds on different records now on the market and known by the following names: Columbia, Victor, Pathé and Edison, thereby providing a device for universal use and one that will successfully operate on different kinds of talking machines that employ tone arms.

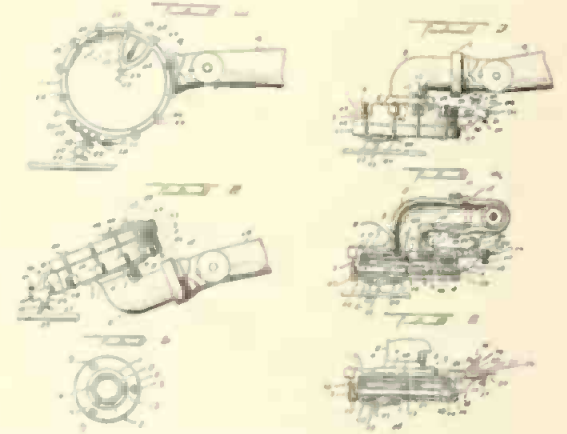
Another object of this invention is the provision of a sound box having the usual diaphragm to which different stylus holders are connected

and which have the desired type of styli for reproducing the kinds of records mentioned.

A further object is the provision of means for connecting the sound box to the tone arm and which will permit adjustment of said sound box to different angles or positions for playing the different types of records.

A further object is the provision of means whereby the sound box may be easily and quickly disassembled when desiring to make repairs or adjustments to the diaphragm or the means that connects the same to the stylus holder.

Figure 1 is a side elevation illustrating a reproducer constructed in accordance with the invention and showing the same positioned to play a Victor or Columbia record; Fig. 2 is a similar view, illustrating the reproducer positioned to play a Pathé record; Fig. 3 is a similar view



partly in section, illustrating the reproducer positioned to play an Edison record; Fig. 4 is a sectional view illustrating the same; Fig. 5 is a detail sectional view taken on the line 5-5 of Fig. 3; Fig. 6 is a fragmentary sectional view illustrating a modified form of means of connecting the diaphragm to the stylus holders.

**Phonographic Tablet.** Victor H. Emerson, New York. Patent No. 1,399,757.

This invention relates to improvements in phonographic tablets, particularly tablets having a special shape and capable of reproducing sounds of special character.

An aim of this invention is to provide a tablet made in imitation of the appearance of a well-known animate or inanimate object and comprising a phonographic record that can reproduce sounds which the hearer generally associates with that object. For example, if the tablet represents a living creature the record will be adapted to reproduce sounds characteristic of that creature or pertaining to it, or appropriate in some other way. Hence, the tablet can be used for purposes both of entertainment and instruction, especially when the record is played in the presence of young persons.

Figure 1 is a plan view of a phonographic tablet made in accordance with the invention and Fig. 2 is a longitudinal section through Fig. 1.

**Sound Box.** Henry K. Sandell, Chicago, Ill., assignor to Herbert S. Mills, same place. Patent No. 1,399,404.

The present invention relates to improvements in sound-reproducing devices, and more particularly to sound boxes in which a diaphragm is supported, which is caused to vibrate and thereby emit sound waves.

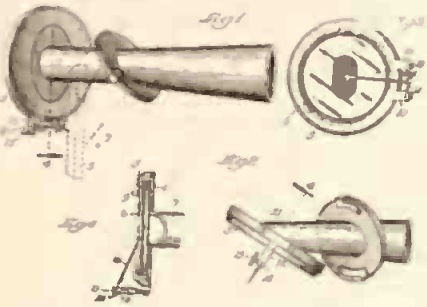
Figure 1 is a plan view of a portion of a tone arm, showing the sound box in position thereon; Fig. 2 is a side elevation of a portion of a tone arm, with the sound box attached thereto in position for playing records with lateral sound





PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 160)

wave impressions; Fig. 3 is a front elevation of

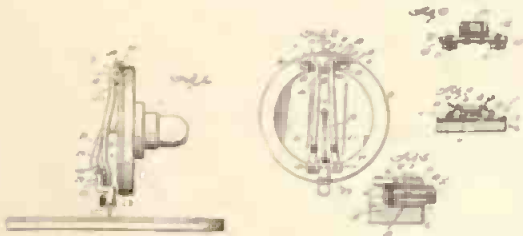


the sound box, and Fig. 4 is a section through the sound box on the lines 4-4 of Figs. 1 and 2.

**Sound Box.** Leo L. Hughes, Washington, D. C. Patent No. 1,399,302.

This invention relates to phonographs and has for its object to provide means for improving the quality of the sound reproduced by such instruments.

Figure 1 is a side elevation of the reproducing mechanism of a phonograph equipped with the invention; Fig. 2 is a front view showing the construction of the tone arm support; Fig. 3 is



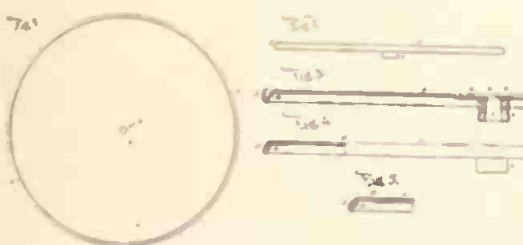
a section on the line 3-3 of Fig. 2; Fig. 4 is a section on the line 4-4 of Fig. 2, and Fig. 5 is a section on the line 5-5 of Fig. 2.

**Turntable for Talking Machines.** Anthony Vasselli, Newark, N. J., assignor to the General Phonograph Corp., New York. Patent No. 1,399,171.

This invention relates to turntables for talking machines, and has for its object to produce a device of the character described, which will be light in weight, cheap to manufacture, ornate in appearance, and from which the record disc may be easily removed.

The invention relates to means for securing a pad to turntables of disc talking machines and the production of means so that such pad will not become disarranged in use and to prevent the unraveling of the fabric constituting the pad.

Figure 1 is a top plan view of a turntable made in accordance with the invention; Fig. 2 is a side



elevation of the same; Fig. 3 is a sectional view of the device at one stage of the operation of forming the turntable; Fig. 4 is a fragmentary side elevation partly in section showing a further step in the manufacture, and Fig. 5 is a detail section showing a modification.

**Talking Machine Cabinet and Amplifier.** John Bailey Browning, Camden, N. J., assignor to the Brunswick-Balke-Collender Co., Chicago, Ill. Patent No. 1,402,738.

This invention relates more particularly to sound-reproducing or talking machines having

an enclosed horn or amplifier to which the sound is transmitted through a suitable sound conduit from the sound box or sound-reproducing means.

In the drawings: Fig. 1 is a sectional side elevation of a machine embodying the invention; Fig. 2 is a front elevation of the same on a reduced scale and with the front doors open; Fig. 3 is a rear elevation; Fig. 4 is a vertical section of the collar for securing the horn section to the opening in the back of the cabinet;

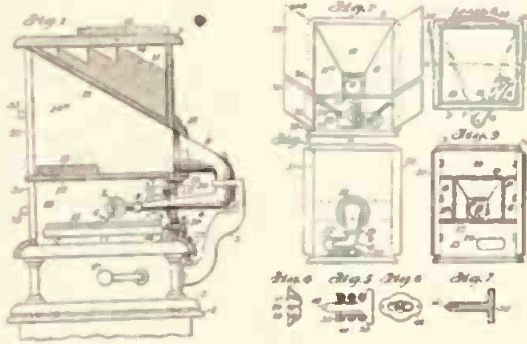


Fig. 5 is a side elevation of the turntable brake; Fig. 6 is a plan view of the brake escutcheon; Fig. 7 is a longitudinal section of the turntable brake; Fig. 8 is an inverted plan view of the cabinet, and Fig. 9 is a vertical section of line x-x of Fig. 8 with the position of the cabinet reversed.

**Phonograph Reproducer.** Pius Sucher, Philadelphia, Pa. Patent No. 1,402,909.

The invention relates to phonographs, and more particularly to reproducers for use in connection therewith, and has for an object to provide a reproducer which is of a simple construction and which will effectively reproduce the desired sounds from a phonograph record and transmit the same to the usual apparatus of a phonograph machine.

The invention comprehends, among other features, a reproducer which is almost entirely made up of non-vibratory parts and materials, excepting, of course, the usual diaphragm, the material employed in the body construction of the reproducer being preferably wood or some other similar material which will not be susceptible to the vibrations of sound, when used in the body formation of the article.

In the further disclosure of the invention reference is to be had to the accompanying drawings constituting a part of this specification,



in which similar characters of reference denote corresponding parts in all the views, and in which—

Figure 1 is a sectional view taken through the reproducer; Fig. 2 is a view looking at the face of the reproducer; Fig. 3 is a transverse sectional view taken on the line 3-3 in Fig. 1, looking in the direction of the arrows.

**Metal Knockdown Phonograph Horn and Method of Making Same.** Louis Jay Gerson, Palisades, N. Y., assignor of one-half to Frank W. Wood, New York. Patent No. 1,403,314.

This invention relates to phonograph horns for phonograph structures, the object thereof being to provide an improved metal horn and method of making the same, which can be readily used with a phonograph cabinet, particularly a cabinet of metal construction, such as that shown and described in contemporaneously pending application, Series No. 371,711, filed April 6, 1920, the object of the present improvement being to provide what may be considered a knockdown horn simple in construction, inexpensive to make and readily assembled without any bolts or similar fastening means.

In the drawings accompanying and forming a part of this specification Fig. 1 is a perspective view of this improved horn looking toward the bottom thereof; Fig. 2 is a perspective view of

the horn looking toward the top thereof; Fig. 3 is a detail view illustrating the manner of assembling the sides of the top and Fig. 4 is a sectional view taken on line 4-4, Fig. 2.

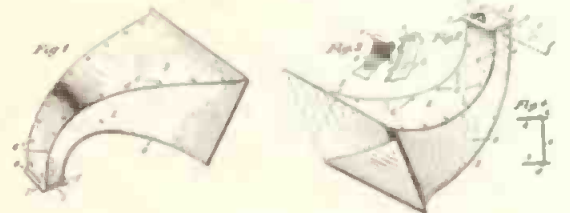


Fig. 4 is a sectional view taken on line 4-4, Fig. 2.

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A. W. Holdgate, Manager of the New York Headquarters, Visits New England in the Interests of Starr Products

In line with its aggressive and effective merchandising policy the Starr Piano Co. is bringing its products before communities in every part of the country. The Starr phonograph and Gennett records are enjoying a rapid increase in popularity and the future outlook is exceedingly bright.

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The Victor Talking Machine Co. has just issued, in addition to its monthly Bulletin, a number of foreign record supplements, including lists of records in Arabian, German, Greek, Hebrew, Italian, Mexican, Polish, Russian and Swedish.

**RECORD BULLETINS FOR MARCH, 1922**

(Continued from page 159)

- Kentucky—Fox-trot ..... Strand Theatre Quartet
- 3044 Arkansas Blues (Lada-Williams)..... Philip Carson
- Miss Lec. Accomp. by Her Jazz Boys
- She's a Mean Job.....
- Billy de Rex. Accomp. by the Connorsized Jazzers
- 3045 I've Got My Habits On—Fox-trot, Bailey's Lucky Seven
- In My Heart, On My Mind (Kamar-Ruby)—Fox-trot ..... Bailey's Lucky Seven
- 3046 Aloha Oe (Liliuokalani)—Accomp. by Hawaiian Guitars ..... Crescent Trio
- One, Two, Three, Four—Accomp. by Hawaiian Guitars ..... Crescent Trio
- 3047 Old Black Joe (Foster)..... Criterion Quartet
- Medley of Foster's Songs (Foster)..... Criterion Quartet
- 3048 Souvenir (Drdla)—Violin, Orch. Accomp. Scipione Guido
- Traumerei (Schumann)—Violin, Orch. Accomp. Scipione Guido
- 3049 When Shall We Meet Again? (Egan-Whiting)—Orch. Accomp. .... Hart-Shaw
- I Hold Her Hands and She Holds Mine (Rose, Ryan-Bibo)—Orch. Accomp. .... Arthur Fields

**GENNETT LATERAL RECORDS**

- 10053 Because (D'Hardelet-Teschemacher)—Tenor solo, Philip Carson
- At Dawning (Eberhardt-Cadman)—Tenor solo, Henry Moeller
- 10054 Symphony in E Flat Major (Mozart)—Minuet (3rd Movement).... Gennett Symphony Orchestra
- P. Florida, Conductor
- Traviata—Prelude of Third Act (Verdi), Gennett Symphony Orchestra
- P. Florida, Conductor
- 4816 Old Black Joe..... Criterion Quartet
- Medley of Southern Songs—(1) Swanee River (2) Carry Me Back to Old Virginia (3) Kentucky Home (4) Massa's in de Cold, Cold Ground (5) Oh! Susanna..... Criterion Quartet
- 4819 I've Got the Red, White and Blues—Soprano solo ..... Aileen Stanley
- Boo Hoo Hoo—Soprano solo ..... Aileen Stanley
- 4821 I Hold Her Hand and She Holds Mine—Bari-tone solo ..... Arthur Fields
- He's a Panic—Tenor solo ..... Kaufman Bros.
- 4822 When Shall We Meet Again?—Tenor and Baritone duet ..... Hart-Shaw
- Tomorrow Land—Tenor and Baritone duet, Hart-Shaw
- 4817 The Herd Girl's Dream (Traum Der Seppelerin)—Violin, Piano and 'Cello..... Taylor Trio
- Sweet Genevieve—Violin, Piano and 'Cello, Taylor Trio
- 4818 Blue Danube Blues—Fox-trot, Nathan Glantz and His Orchestra
- Smilin'—Fox-trot, Nathan Glantz and His Orchestra
- 4820 The Sheik (of Araby)—Fox-trot, Lanin's Famous Players
- Just a Little Love Song—Fox-trot, Lanin's Famous Players
- 4823 Ty-Tee—Fox-trot..... Lanin's Famous Players
- All That I Need Is You—Fox-trot, Lanin's Famous Players

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**INDEX TO ADVERTISERS**  
 T S R Q O M K V H T C V B C F L H K W O P R T U N Y Z G D F G H I M U O Q S T V M Y V B D

<b>A</b>		Gramophone Co., Ltd.....	155	<b>P</b>	
Aene Die Casting Corp.....	120	Granby Phono. Corp.....	44	Pace Phono. Co.....	149
Aeolian Co.....	60, 61	Greater City Phono. Co.....	134	Paddock Products, Inc.....	98
Alto Mfg. Co.....	110	Greater New York Novelty Co.....	37	Pathé, Frères Phonograph Co.....	54
American Felt Co.....	136	Gretsch Mfg. Co., Fred.....	76	Peabody & Co., Henry W.....	148
American Mica Works.....	137	Griffith Piano Co.....	39	Pearsall Co., Silas E.....	9
American Talking Machine Co.....	94	Grinnell Bros.....	132	Peckham Mfg. Co.....	91
American Walnut Mfrs. Ass'n.....	92	<b>H</b>		Peerless Album Co.....	6
Anaconda Lubricating & Supply Co.....	146d	Hall Mfg. Co.....	56	Penn Phonograph Co.....	80
Andrews, Curtis N.....	97	Harper & Bros.....	105	Phillips Phono. Parts Co., Wm.....	26
Arrow Motor & Machine Co.....	146b	Harponola Co.....	23	Phonomotor Co.....	93
<b>B</b>		Hartzell Crucible Co.....	31	Player-Tone T. M. Co.....	118
Bagshaw Co., Wm.....	46	Health Builders.....	14	Plaza Music Co.....	139, 152
Barnett Samuels & Co.....	127	Hegeman-Stewart Co.....	146c	Pleasing Sound Phono. Co.....	87
Barnhart Bros. & Spindler.....	21, 65, 87	Hessig-Ellis Drug Co.....	39	Plywood Corp.....	62
Bay State Music Co.....	128	Hawatha Phono. Co.....	117	<b>R</b>	
Berlin, Inc., Irving.....	129	Hoffay Phono. Co.....	103	Racine Phono. Co.....	75
Blackman Talking Machine Co.....	52	Horton-Gallo-Creamer Co.....	70	Reco-Rap Co.....	135
Boston Book Co.....	18	Hough, J. E., Ltd.....	157	Reflexo Products Co.....	88
Brand, William.....	104	Hough, L. W.....	72	Regal Record Co.....	30
Bridgeport Die & Machine Co.....	144	<b>I</b>		Recordophone Co.....	58
Brilliantone Steel Needle Co.....	47	Isley, Doubleday & Co.....	35	Reliable Phono. Supply Co.....	81
Brooks Mfg. Co.....	75	International Mica Co.....	83	Rene Manufacturing Co.....	78, 123
Bruno & Son, Inc., C.....	77	Iroquois Sales Co.....	27	Rex Gramophone Co.....	156
Bruns & Sons, A.....	45	Italian Book Co.....	33	Robinson, Pettit Co., Inc.....	39
Brunswick-Balke-Collender Co. Insert following page	34	<b>J</b>		<b>S</b>	
Buegeleisen & Jacobsen.....	146	Jewel Phonoparts Co.....	31, 95	Seaburg Mfg. Co.....	43
Buehn Co., Louis.....	79	Jewett Phono. Co.....	63	Self-Lifting Piano Truck Co.....	42
<b>C</b>		Jones-Motrola Co.....	65	Shelton Elec. Co.....	86
Cabinet & Accessories Co.....	119	<b>K</b>		Sherman, Clay & Co.....	138
Cardinal Phono. Co.....	32	Kent Co., F. C.....	50	Silent Motor Corp.....	27
Celina Specialty Co.....	40	Kiefer-Stewart Co.....	39	Smith Drug Co., C. D.....	39
Cheney Talking Machine Co.....	24	Kimball Co., W. W.....	101, 116	Snyder, Jack.....	130
Claremont Waste Mfg. Co.....	135	Kirkman Eugg. Co.....	29	Sonora Distr. Co. of Texas.....	39
Classified Want Ads.....	153, 154	Knickerbocker T. M. Co.....	10	Sonora Co. of Philadelphia.....	39
Cohen & Hughes.....	20	Kraft, Bates & Spencer, Inc.....	70	Sonora Phonograph Co., Inc.....	Inside front cover 38, 39, 59
Collings & Co.....	12	<b>L</b>		Sonora Phonograph Co. of Pittsburgh.....	39
Columbia Graphophone Co.....	16, 17, 22, 26, 34, 43, 45, 68, 74, 78, 93, 135, 145, 147	Lakeside Supply Co.....	114	Southern Drug Co.....	39
Connorized Music Co.....	99	Lausing Sales Co.....	72	Southern Sonora Co.....	39
Consolidated Talking Machine Co.....	102, 116	Lee-Coit-Andresen Hdw. Co.....	39	Southwestern Drug Co.....	39
Cox, Geo. Clay.....	51	Lesley's.....	161	Sphinx, Gramophone Motors.....	49
Crippen Record File Corp.....	145	Lidseen Products.....	33	Star Mach. & Nov. Co.....	87
<b>D</b>		Long Cabinet Co., Geo. A.....	84	Starr Piano Co.....	125
Da-Lite Elec. Display Co.....	141	Lorentzen, H. K.....	146	Steel, W. R.....	156
Diaphragm Co.....	126	Lyon & Healy.....	108	Steger & Sons Piano Mfg. Co.....	36
Ditson & Co., Chas. H.....	69	Lyons, Wm. H.....	114	Steinert & Sons Co., M.....	71
Ditson Co., Oliver.....	69	<b>M</b>		Stephenson, Inc.....	143
Doctorow, D. R.....	48	Madison Music Co.....	67	Sterling Devices Co.....	107, 113
Dodln, Andrew H.....	161	Magnolia Talking Machine Co.....	40, 62, 72, 114	Sterling Roll & Record Co.....	90
Droop & Sons Co., E. F.....	Inside Back Cover	Mahogany Association.....	124	Sterno Manufacturing Co.....	122
Duo-Tone Co.....	19	Mandel Phono. Parts Co.....	117	Stewart T. M. Co.....	57
Dyer & Co., W. J.....	Inside Back Cover	Manufacturers' Phono. Co.....	137	Strevell-Paterson Hardware Co.....	39
<b>E</b>		Marshall Co., Inc., C. L.....	39	Symphony Music Co.....	83, 111
Eastern Talking Machine Co.....	69	McMenimen, H. N.....	81	<b>T</b>	
Eclipse Musical Co.....	68	Mellor Co., C. C.....	142	Talking Machine World Trade Directory.	
Edison, Inc., Thos. A.....	Back Cover	Mermod & Co.....	146d	Insert following page	66
Eight Famous Victor Artists.....	22	Mickel Bros. Co.....	103	Templar Mfg Co.....	139
Electro-Chemical Engraving Co.....	20	Minneapolis Drug Co.....	39	Toledo Talking Machine Co.....	140
Elmes Engg. Co., Chas. F.....	111	Modernola Co.....	85	Torepen Co.....	13
Empire Phono. Parts Co.....	82	Montagnes, I., & Co.....	39	Tonofone Co.....	119
Empire State Finance Corp.....	67	Moore-Bird & Co.....	39	Triangle Phono. Parts Co.....	50
<b>F</b>		M. S. & E.....	39	Triplex Art Phono. Co.....	104
Favorite Mfg. Co.....	153	Mutual Phono. Parts Corp.....	55	<b>U</b>	
Federal Elec. Co.....	112	<b>N</b>		Udell Works.....	53
Feist, Leo.....	57, 62, 76, 91, 97, 100, 104, 120, 128, 131, 149	National Decalcomania Co.....	81	Unit Construction Co.....	73
Fenton Mfg. Co.....	100	National Metals Depositing Corp.....	48	United Mfg. & Distr. Co.....	110
Fletcher-Wickes Co.....	41	National Publishing Co.....	18	United Music Stores.....	81
Flexlume Sign Co.....	35	Natural Voice Phono. Co.....	66	<b>V</b>	
Fox Pub. Co., Sam.....	130	Netschert, Frank.....	59	Val's Accessory House.....	51
<b>G</b>		Newark Recording Labs.....	91	Van Houten, C. J., & Zoon.....	39
Gaelic Phono Record Co.....	138	New England Talking Machine Co.....	71	Van Veen & Co.....	96
General Phonograph Corp.....	Inserts following pages 18, 50 and 82	New York Album & Card Co.....	4	Vicsonia Mfg Co.....	25
General Phonograph Mfg. Co.....	42	<b>O</b>		Victor Talking Machine Co.....	Front Cover, 5, 7
Gibson-Snow Co.....	39	O'Dowd, Thos.....	131	<b>W</b>	
Globe-Wernicke Co.....	11	Ogden Sectional Cabinet Co., Inc.....	133	Walbert Mfg. Co.....	113
Glynn, W. B., Distributing Co.....	39	Ohio Cathedral Co.....	150	Waltham Music Co.....	39
		Ornes, Inc.....	15	Ward Co., C. E.....	74
		Oro-Tone Co.....	64, 109	Watahwaso Studios.....	50
		Orsenigo Co.....	89	Weymann & Son, H. A.....	80
		Outing T. M Co.....	146a	Whitsit Co., Perry B.....	91
				Widdicombe Furniture Co.....	28
				Williams Co., G. T.....	94
				Wimpfheimer & Bro., A.....	34
				Wolf Mfg. Industries.....	115
				<b>Y</b>	
				Yahr & Lange Drug Co.....	39



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## CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

*Ready Reference for Salesmen, Dealers and Department Heads*

A Clever Plan of Getting Prospects . . .	3	The Importance of Using the Best Type of Machine and Records in Demonstrating Booth . . . . .	55
The Value of Boosting One Record Each Month . . . . .	3	There Can Be No Slacking in Aggressiveness If Sales Volume Is to Be Maintained . . . . .	58
Window Display to Excite the Curious	3	Newly Married Couples Profitable Sales Prospects . . . . .	59
Developing a Store Atmosphere That Impresses a Desirable Customer . .	4	The Talking Machine Business Demands the Highest Plane of Presentation . . . . .	67
The Question of Exchanging Records for Customers and Some Other Problems It Offers . . . . .	6	Awards Made by Thos. A. Edison, Inc., for Slogans . . . . .	68
Putting Pep Into the Sales Campaign Plans . . . . .	8	Trade Happenings in New England Territory . . . . .	69-72
The Problem of the "Gyp" Dealer.	8	Trade Happenings in the Quaker City, . . . . .	79-81
Legislation on Price Maintenance Needed . . . . .	9	Personality an Important Factor in Business Development . . . . .	87
Getting Out of the Beaten Path in Making the Selling Appeal Effective . . . . .	10	Some Figures Which Show How Milwaukee Runs High Among Music-Using Towns . . . . .	97
The Problem of Opening a New Store . . . . .	12	Plans for Mid-Year Meeting of the Executive Committee of the National Association of Talking Machine Jobbers . . . . .	100
Demonstrationless Record Sales . . . . .	12	Important Data on Shellac Stocks and Prices . . . . .	104
The Importance of Proper Executive Supervision in the Developing of Salesmanship . . . . .	15-18	The Mid-West Point of View and Western Trade News . . . . .	106-117
The Use of Films in Promoting Trade	18	Robert Gordon's Page of Merchandising Suggestions . . . . .	121
The Kind of Advertising that Attracts and Makes the Greatest Impression Upon Women . . . . .	20	Gleanings from the World of Music, . . . . .	129-131
Letter of a Veteran Salesman to a Friend . . . . .	23	News from the Dominion of Canada . . . . .	133
Recognizing the Psychological Moment for Ending the Argument and Closing the Sale . . . . .	25	Featuring the Musical Possibilities of the Talking Machine . . . . .	140
The Importance of Colors in Booth and Store Arrangement . . . . .	26	The Talking Machine Situation in Europe . . . . .	155-157
Want Imported Master Records to Be Free of Duty . . . . .	29	Advance List of March Bulletins of Talking Machine Records . . . . .	158-159
Interesting Data on the Handling of Talking Machines . . . . .	33-34	Late Patents of Interest to the Talking Machine Trade . . . . .	160-161
Need for the Enactment of the Stephens-Kelly Bill . . . . .	37		
The Well Managed Credit Department Can Sell Goods . . . . .	43		
Digging Out Buried Treasures for the Music Lover . . . . .	51		



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Dallas—Texas-Oklahoma Phonograph Co.

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Ogden—Proudfit Sporting Goods Co.

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Richmond—The C. B. Haynes Co., Inc.

**WISCONSIN**  
Milwaukee—The Phonograph Co. of Milwaukee.

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Montreal—R. S. Williams & Sons Co., Ltd.  
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