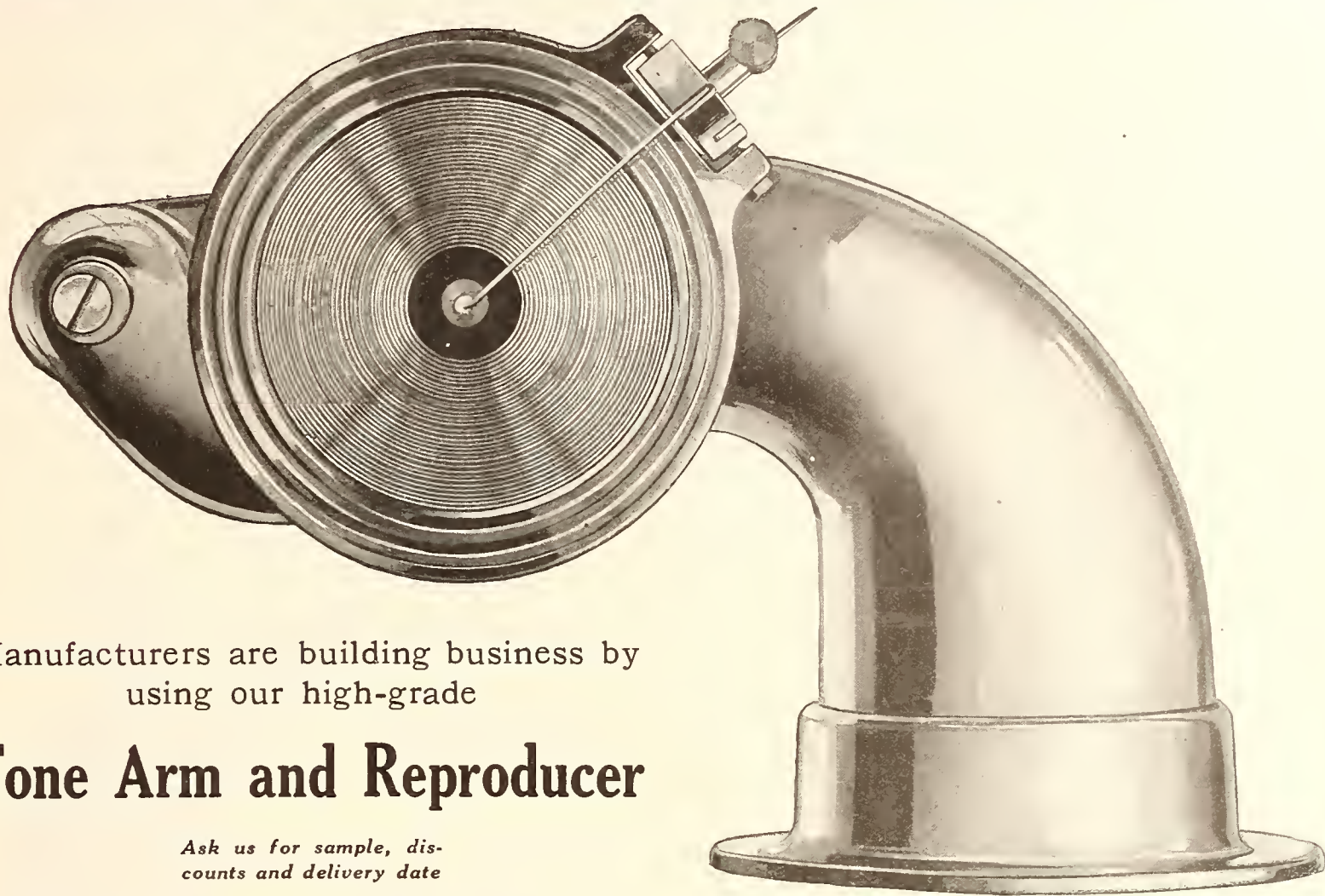


Jewel Phonoparts

- July 1919: Jewel Phonoparts Company. 59 E. Van Buren Street. Chicago, Illinois
- August 1919: Changing of the corporate name of the Phonoproductions to the Jewel Phonoparts. This company has recently been reorganized and has increased its capital stock approximately five-fold. A. F. Vaughan, one of the new officers of this company, has been made general manager and is now looking after the production end. Mr. Vaughan is well known in the manufacturing business in Chicago. The company's product, the Blood Tone Arm Reproducer is given mention throughout the talking machine industries, and, due to Mr. Vaughan's efforts, quite a number of well-known talking machine concerns are now using these parts
- This tone arm has the throw-back-feature; it may be set in vertical or lateral position to play any make of record. Mr. Burr B. Blood holds several patents.
- March 1920: NOW THE BLOOD MUTE ELIMINATES all the objectionable features of the "choker" device, and makes possible perfect sound reproduction, which can be modified to a softness and clearness that are really remarkable. Retains high tonal quality of BLOOD reproducer.
- May 1920: Move to larger premises. JEWEL PHONOPARTS CO. 668 West Washington Blvd. CHICAGO
- Oct 1920: New range: A NEW NON TAPER TONE ARM for lateral and vertical records.
- EDISON UNIVERSAL ATTACHMENT
- VICTOR UNIVERSAL ATTACHMENT
- MUTE-Tone Modifier
- NOMIKA DIAPHRAGM
- 9 1/2" OCTAGON DESIGN BLOOD TONE ARM
- NEW BLOOD AUTOMATIC STOP
- Jan 1921: Blood & Kloer. 460 West Erie St. CHICAGO, ILL. Mr. O. J. Kloer and Mr. B. B. Blood have withdrawn from the Jewel Phonoparts Co. and will immediately begin the manufacture of all new Blood products—among which is a non-infringing tone arm that will be ready about February 15th.
- June 1921: No reference to Blood. NOMIKA to NOM-Y-KA. Blood & Kloer release non-infringing tone arm.
- Dec 1923: Jewel Tone Arm No. 3, Jewel Tone Arm No. 4,
- Nov 1924: THE JEWEL-TONE Baby Grand Phonograph
- Jan 1925: RADIO with the Famous Holtzer-Cabot Loud Speaker Unit
- Blood are still rivals.
- July 1926: The REXOPHONE Brass Tone Arm
- Oct 1927: THE JEWEL No. 33 reproducer.



Manufacturers are building business by
using our high-grade

Tone Arm and Reproducer

*Ask us for sample, dis-
counts and delivery date*

Jewel Phonoparts Company

59 E. Van Buren Street

Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

could take care of future increases in their production. This new addition will allow them to increase their present capacity to practically double. Mr. Moynahan also announced that they are working on a new and unique model Hiawatha talking machine that will retail at about \$1,000. It is expected that this new instrument will be ready for the trade in time for fall delivery.

Western News Agencies Active

The channels through which the Western News Co. market their instruments seem to have been enjoying particularly satisfactory business during the entire month of June and the early part of July. Demands made upon this concern have taxed their output severely, but according to the executives of the company increased facilities have taken care of the increase in demand.

Cards Bring Needle Sales

The artistic little placards prepared by F. D. Hall, president of the B & H Fibre Mfg. Co., for the use of retail talking machine merchants in calling the attention of customers to the merits of the B & H Fibre needles, have already produced results in the increased demands made upon the B & H Fibre Mfg. Co. during the past thirty days. This concern has materially increased its manufacturing facilities to accommodate the ever-increasing demand made upon it, but in spite of this and of the month of June, which usually brings with it a decided reduction in demand, the B & H Fibre Mfg. Co. is extending itself to the utmost in order to keep up with present orders.

"Inspirational Business"

E. P. Van Harlingen, Western representative of the Talking Machine World, published and distributed to his friends at the recent trade conventions in Chicago a little booklet entitled "Inspirational Business." Upon the cover of the booklet was written at the bottom of the page "What shall we do with the conventions when they are over?" Following this came an intro-

duction voicing an appeal for higher ideals in business ethics. The author is only just recovering from an unfortunate accident of a few months ago, and the little publication was in the way of a greeting to his friends. Any who wish to have "Inspirational Business" will receive one upon request.

Good Business in Hardware

Cole & Dunas report favorably concerning their trade in talking machine hardware. The past month, although a little slower than early in the spring, has been very satisfactory and is many times better than the same month in any previous year. "I am confident that a large number of machines and records will be sold right through the hot weather," said Mr. Dunas. "The manner in which business has held up during the first hot weeks of the year convince me that there will be very little let-up."

Cole & Dunas have become distributors for the Krasberg motors, which they intend to push strongly. Another new item added to their catalog is a rotometer for indicating the proper revolutions per minute of talking machine turntables.

Catching Up on Deliveries

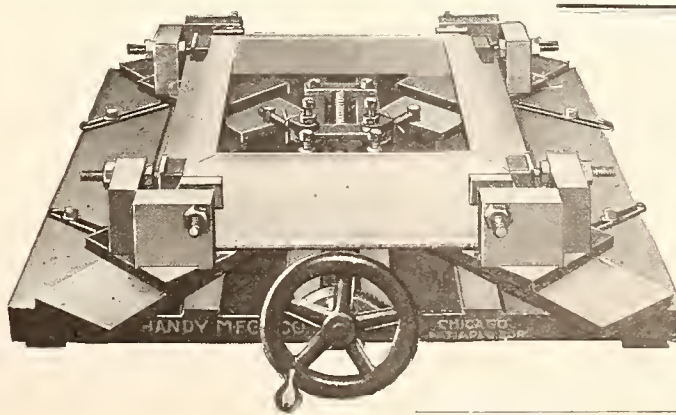
The Western office of the Sonora Phonograph Corporation finds itself in a slightly better condition so far as back orders are concerned.

The company is taking no new applications, but last month an account was opened with the C. H. Pill Furniture Co., of Fort Dodge, Iowa, a concern which had entered its application for Sonora machines quite some time back. The C. H. Pill Furniture Co. will handle a complete line of Sonora machines and accessories and will continue to handle the present line of Windsor models. "It is significant of the conditions in the trade at the present time that accounts filed three or four months ago are just being filled," said Mr. L. Golder, of the Western office. "There is to be no 'off season' this year."

A Progressive Department

Mandel Bros., well-known department store of Chicago, maintain on their ninth floor one of the finest talking machine businesses in Chicago. The small section opened three years ago has grown steadily, and now comes word that in the fall eight more sound-proof demonstration booths are to be added. O. C. Searles is in charge of the department and handles the complete Columbia and Aeolian Vocalion lines of instruments and records. The arrangement of the department is particularly attractive and suitable to an establishment of this sort. In a spacious center room a number of models are on exhibition and all around this are demonstra-

(Continued on page 109)



We illustrate the

"Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets.

Write for Catalogue of clamping machines for Cases and for all purposes

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

why not? Here is the list of foreign lands visited by the R. C. Wade Co.'s product: Canada (various provinces), England, France, Sweden, Denmark, Australia, New Zealand, Manila, Japan, China, Siberia, Cuba, Mexico.

No Orders Till the First of the Year

L. G. Golder, Chicago wholesale representative of the Sonora phonograph, announces that so many orders have come in within the last thirty days that the Western office will be unable to contract for further deliveries until the first of the year, although the Sonora output has increased considerably within the past few months. Orders have increased with even greater rapidity until the western office finds itself unable to take any more for the time being.

James L. Abbott Around Again

James L. Abbott, president of the Chicago Hinge Cover Support & Balance Co., has been unfortunately confined to his house for some time but is now up and about. Mr. Abbott was showing a new hand in his factory how to operate a punch press when the machine crushed his right thumb as far as the first joint. He was then affected by gastritis and has been confined to his house for the past two weeks with this trouble. Now, however, he is up and able to get around.

Vacationing in Michigan

S. A. Ribolla, general manager of the Otto Heineman Phonograph Supply Co., of Illinois, is spending two weeks' vacation at the home of Mr. and Mrs. Pilgrim, of the New York Heineman forces, at Grand Beach, Michigan.

Represents Cover Support

Charles A. Lewis has been appointed assistant secretary and traveling representative of the Chicago Hinge Cover Support & Balance Co. Mr. Lewis will cover the western territory for this concern.

Empire T. M. Co. Gets More Space

The Empire Talking Machine Co. has contracted for the entire fifth floor of the building

at 429 South Wabash avenue. This concern is now located on the fourth floor, which it will have in addition to the new space. The fifth floor will be used for assembling talking machines and for storing stock destined for immediate delivery.

The Empire Talking Machine Co. has secured the Manufacturers' Western Sales Co., of Omaha, Neb., to represent the Empire machines in Nebraska, Montana, Nevada and Colorado. M. H. Levy is president of the Omaha concern and is very enthusiastic over the sale of Empire talking machines. He has already received sample shipments and has placed them on display at Omaha.

A very attractive little flash sign for the advertising of Empire records in retail show windows is now being made up by this company for the use of their dealers. The familiar "Empire Girl" attracts the eye of passers-by. Window banners announcing the new Empire releases each month are also being prepared for dealers.

Now Jewel Phonoparts Co.

One of the recent happenings in the Chicago trade was the changing of the corporate name of the Phonoproductions to the Jewel Phonoparts. This company has recently been reorganized and has increased its capital stock approximately five-fold.

A. F. Vaughan, one of the new officers of this company, has been made general manager and is now looking after the production end. Mr. Vaughan is well known in the manufacturing business in Chicago, and for many years has looked after the production departments of several of Chicago's largest manufacturing concerns. In the short time during which Mr. Vaughan has been connected with the Jewel Co. he has increased production very largely, and now the various departments are so coordinated that there is very little lost motion in getting out the tone arms and reproducers that this company manufactures. The com-

pany's product, the Blood Tone Arm Reproducer, is given mention throughout the talking machine industries, and, due to Mr. Vaughan's efforts, quite a number of well-known talking machine concerns are now using these parts.

Discontinue Model Four

A few months ago the Chicago Hinge Cover Support & Balance Co. placed on the market their cover balance No. 4. This new balance was received with much favor by the trade in the short space of time that it had been on the market. When this company introduced No. 4 they discontinued the old style balance No. 1, but meanwhile the factory experts had got busy and improved balance No. 1 to such an extent that it now does exactly the same work as No. 4. Now, since balance No. 1 costs less than balance No. 4 and does practically the same work, the company has decided to reinstate No. 1 and discontinue No. 4.

Beg Your Pardon

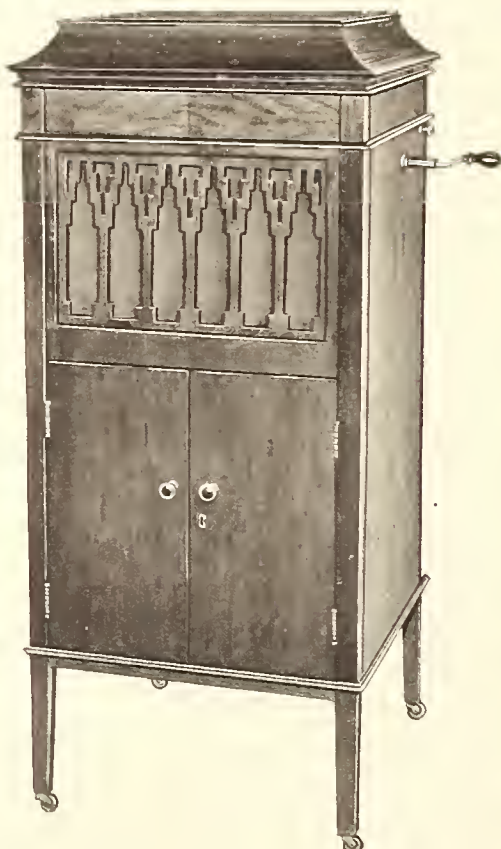
The Phoenix Phonograph Co., of this city, makes the announcement this month that in their advertisement which appeared in the July issue of *The World* a mistake in address was made. The correct address of this company is 2504 and 2506 West Van Buren street, Chicago, and not 1504 and 1506, as was printed in the advertisement. When William Cummings, president of the company, noticed the mistake he notified the Post Office and requested the officials to forward all mail to the correct address. Mr. Cummings says that it was several days after publication of *The World* before he noticed the error, but in the meantime quite a number of letters in reply to the advertisement had been returned to the senders. Therefore he takes advantage of *The World's* news columns to make the mistake known to the trade and at the same time asks the dealers who had letters returned to please forward them to the correct address.

Where Lies Demand?

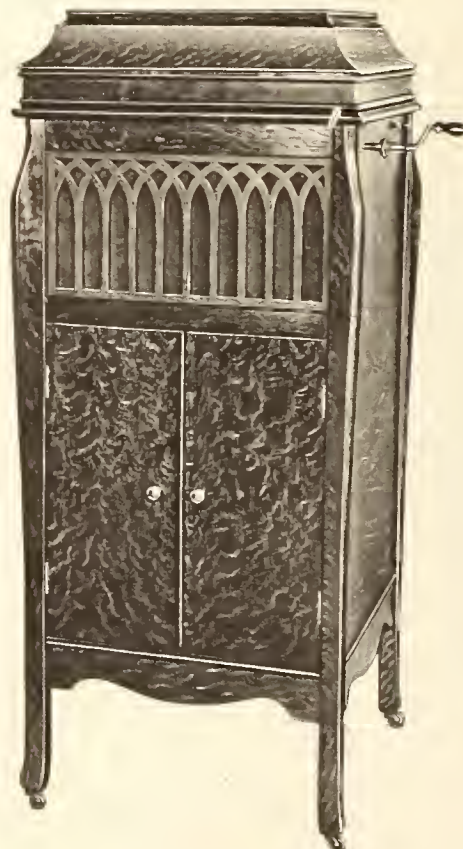
The question as to just what priced talking



"Junior"



"Adam"



"Grand"

For Immediate Delivery!

Complete Phonographs For Immediate Shipment—Very Best Equipment

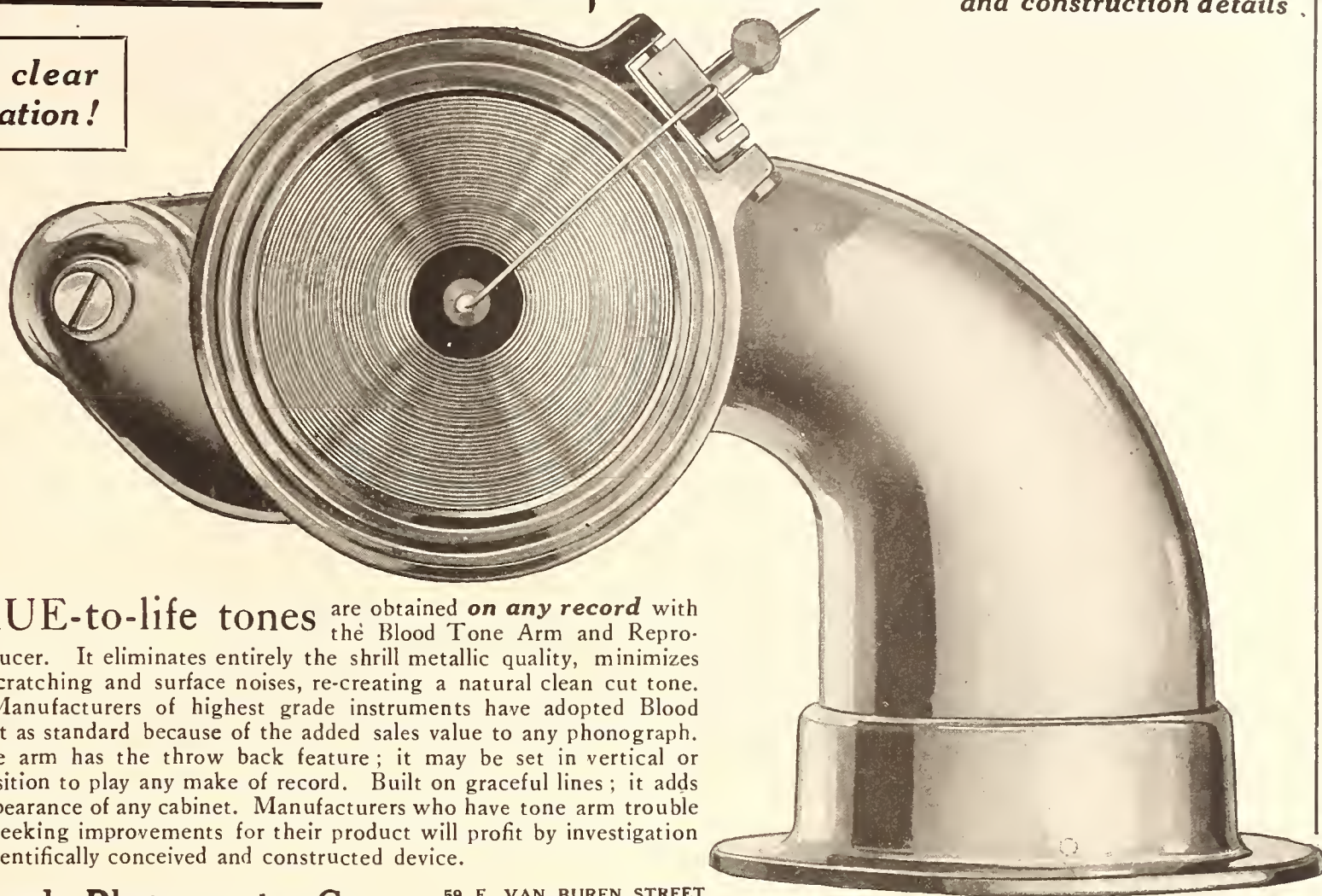
We are also offering for prompt shipment cabinets not equipped—car load lots only.

E. H. STAFFORD MFG. CO., 218 S. Wabash, CHICAGO

The **Blood** Tone Arm And Reproducer

Truly clear enunciation!

Write for sample, discounts, delivery dates and construction details.



TRUE-to-life tones are obtained *on any record* with the Blood Tone Arm and Reproducer. It eliminates entirely the shrill metallic quality, minimizes scratching and surface noises, re-creating a natural clean cut tone. Manufacturers of highest grade instruments have adopted Blood equipment as standard because of the added sales value to any phonograph. This tone arm has the throw back feature; it may be set in vertical or lateral position to play any make of record. Built on graceful lines; it adds to the appearance of any cabinet. Manufacturers who have tone arm trouble or those seeking improvements for their product will profit by investigation of this scientifically conceived and constructed device.

The Jewel Phonoparts Co.,

59 E. VAN BUREN STREET
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

This will bring some readjustment to the furniture industry. Manufacturers are also increasing their production capacity to meet the new needs. In this city the Grand Rapids Chair, the Imperial, the Sligh, the Macey, the Johnson, the John Widdicomb and Stow & Davis are building large additions, and when these get into action the diversion to phonographs will be further adjusted. It is only in very recent years that the phonograph has become a work of furniture art. Buyers are now demanding period styles and woods and finishes that will match up with the other furniture in the house."

Appoint New Distributor

The Emerson Phonograph Co. of Chicago, Ill., have recently secured the Carpenter Paper Co., of Omaha, Neb., as distributors for Emerson records. The announcement is made by F. W. Clement, who also states that C. J. Woodard will assist the Omaha concern in the inauguration of their new line. Mr. Woodard will spend two or three weeks with the Carpenter Paper Co. and hopes to be of material assistance in speeding up the initial preparations and getting things under way in the shortest possible space of time. This is in accordance with the policy of the Emerson Co. in regard to all new distributors. The advice of an experienced record salesman is always put at the disposal of the new concerns.

Mr. Clement also announces that J. A. Tidmarsh has been added to the force of city salesmen. Mr. Tidmarsh will travel the Chicago trade and assist in the downtown office.

Jobbing Widdicomb Machines

The Baldwin Piano Co. are now jobbing the Widdicomb line of cabinet and period-style talking machines. The Baldwin Piano Co. have for a few months past retailed the Widdicomb instruments, but now a wholesale service is being extended to the company's dealers about the country. The Baldwin Piano Co., in the wholesaling of talking machines, are confining

their efforts mostly to their own previously established piano retailers. W. B. Harrison, in charge of both wholesale and retail talking machine departments of the Baldwin Piano Co., states that the upright cabinet models are going strong at the present time and believes the demand for the "popular types" will increase to immense proportions in the fall.

Enlarge Department

The Leopold-Kirchman Co., located at 2909 Milwaukee avenue, intend to enlarge their retail talking machine department materially within the next few weeks. New "Unico" record and instrument demonstration booths will be added and the stock both of records and machines increased. The Leopold-Kirchman Co. retail the Victor line of instruments.

Secure Steger Agency

Roy Hinman, manager of the talking machine department of the Steger Piano Co., announces that the Colorado Bedding Co. has recently been appointed agent for the Steger line of talking machines. The Colorado Bedding Co. is a large wholesale furniture house of Colorado and will market the complete Steger line of upright and period styles in the Colorado territory. The firm recently received its first carload shipment, which included many of the more expensive types. Mr. Hin-

man has this to say of Western talking machine customers: "From Colorado west the people want the best and are willing to pay for it. In that territory I find the better grades going the best."

Mr. Hinman, by the way, has been on the point of leaving for his annual vacation for the past four weeks, but has had some business affair to interfere with his plans on each occasion. He now expects to leave early in August and will spend the vacation in Colorado.

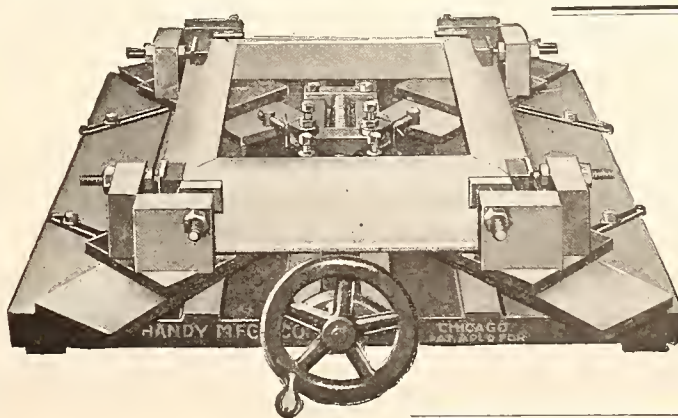
Market "Medalion" Record

The Baldwin Piano Co., wholesalers and retailers of Columbia and Widdicomb talking machines, announce that they will shortly place upon the market their own record, which will be known as the "Medalion." This will be a lateral-cut record and will come in monthly catalog lists of the latest hits and standard selections. W. B. Harrison, in charge of the talking machine department of the Baldwin Piano Co., states that the "Medalion" will be marketed by Baldwin dealers exclusively.

New Steger Catalog

Steger & Sons have issued a new and very attractive little catalog descriptive of the Steger line of talking machines. Following four pages of introductory matter there appear

(Continued on page 107)



We illustrate the **"Handy" Dome Clamp**

Quick action for clamping domes and frames on Talking Machine Cabinets.

Write for Catalogue of clamping machines for Cases and for all purposes

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

announcement that will soon be made by the Lakeside Co. that they have completed the dies for their new small tone arm as well as their tip back arm.

New Jewel Tonearm.

In order to meet the steadily growing demand for tone arms with which to equip minimum priced cabinets, the Jewel Phonoparts Co., of this city, announce that within thirty days they will be ready with their new Jewel tone arm and reproducer, which will be known as Number three. This tonearm will be an exact duplicate and will follow the lines of their now well known product. However, the dimensions will be small in both the arm, sound box and diaphragm.

Receive Many Letters of Praise

The Windsor Furniture Co., has received many complimentary letters in praise of its console type of talking machine which has become so popular of late. H. C. Moyer, president of this concern, was an originator of the console type, and was the first to see the possibilities of this improved design in cabinets. As in the case with so many modern inventions, the first console cabinet was made by Mr. Moyer without any idea of going into that business in a commercial way. His own words tell the story. He says: "My mother had a machine in her home and one day asked me if I could not make a new cabinet for it so that it would harmonize with the Louis XVI. style furniture in her living room. I got working on the idea, and, as a result, we built our first console type, which was the progenitor of this now popular type."

Since that time the Windsor Co. has been granted numerous patents on console types of machine, and one covering the location of the record file inside the machine itself was granted in September, 1918.

Sustain Fire Loss.

The building of the Nightingale Manufacturing Co., makers of the well-known "Nightingale" talking machines, located on Kinzie St., figured

in a spectacular blaze in the latter part of September in which three firemen nearly lost their lives. The building was one used by the Nightingale Manufacturing Co., to store cabinets, preparatory to assembling, and while the manufacturing facilities of the company were not impaired in the least, great numbers of talking machines almost ready for delivery were destroyed.

President Harry Wolper of the Nightingale Co., announces that a new plant at 404 S. Racine St., has been obtained and will take the place of the destroyed building. The plant at 422-426 N. Armour St., used for the manufacture of cabinets continues to produce at its full capacity. As a consequence of the fire, the Nightingale Manufacturing Co. will, of course, be handicapped by the loss of so many completed cabinets, but is also fortunate in having its principal manufacturing machinery in a separate building.

Ads Please Empire Dealers.

John H. Steinmetz, president of the Empire Talking Machine Co., announces that the booklet of retail service issued to Empire dealers last month, has met with the unqualified approval of the entire Empire clientele everywhere. The ads were mentioned in a little analysis of the booklet last month in the Talking Machine World as containing merit, both the copy and the illustrations being of a snappy, attention-compelling type in accordance with the best principles of retail advertising.

Introducing the "Watrola."

The Wartell Phonograph Co., manufacturers of the "Watrola" line of talking machines, although new to the readers of the Talking Machine World, have been producing for some time past. They have lately increased their factory facilities and are producing at full capacity in expectations of a large Fall and Winter demand. This concern manufactures nine cabinet and one period console types. Samuel Wartell and Gerald Wartell are the owners of the business and recently moved their headquarters from the Auditorium Bldg.,

where they have been located for months, to 178 W. Randolph St.

Secure Foreign Representatives.

The R. C. Wade Co., manufacturers of the well-known "Tonofone" needles have within the past few weeks secured the following new foreign distributors of their product. The Colombia Trading Co., of Barranquilla and Cartzena, Colombia; Herman Darewski, Ltd., 148 Charing Cross Road, London; Bernard Desouches, 148 Avenue Malakoff, Paris; Garisch Co., Via Lazzertto 3 Milan; Luis Velasquez, San Juan, Porto Rico. Interest in this product grows throughout the world.

"Tel-o-Tone" in South.

From the Western News Co., manufacturers of the "Tel-O-Tone" line of talking machines comes word of a greatly increased demand for their product in the southern states. Orders from their agencies in this territory have steadily grown during the past two months. According to officials of the Western News the business here has not been due to unusual activities of southern jobbers, but to spontaneous demand for talking machines throughout the South.

Acme Co. Increases Capital.

The Acme Engineering Co., manufacturers of the well-known "Acme Speed Indicator," announce that they are incorporating for \$75,000, in order to permit greater facilities in manufacturing and taking care of their increasing business. Joseph Brandstetter, president of the corporation, has had wide experience in the talking machine field and also is well known as a camera man, being formerly connected with the Comney Camera Co., of Rochester, Minn. Geo. Chatfield, in charge of the finance and sales of the Acme Engineering Co., joined the company some four months ago and has since that time had his hands full in the discharge of his new duties.

Stafford Co. Issues New Folder.

E. H. Stafford Mfg. Co., manufacturers of the Stafford line of talking machines, have mailed

(Continued on Page 122)

Your Account With Us



Will Be an Insurance Policy Against
EMPTY RECORD SHELVES LOSS OF CUSTOMERS
LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom
WHEN THEY STOCK UP WITH POPULAR HITS ON



No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY
711 Milwaukee Avenue OTTO SCHULZ, President CHICAGO, ILL.

The **Blood** Tone Arm and Reproducer

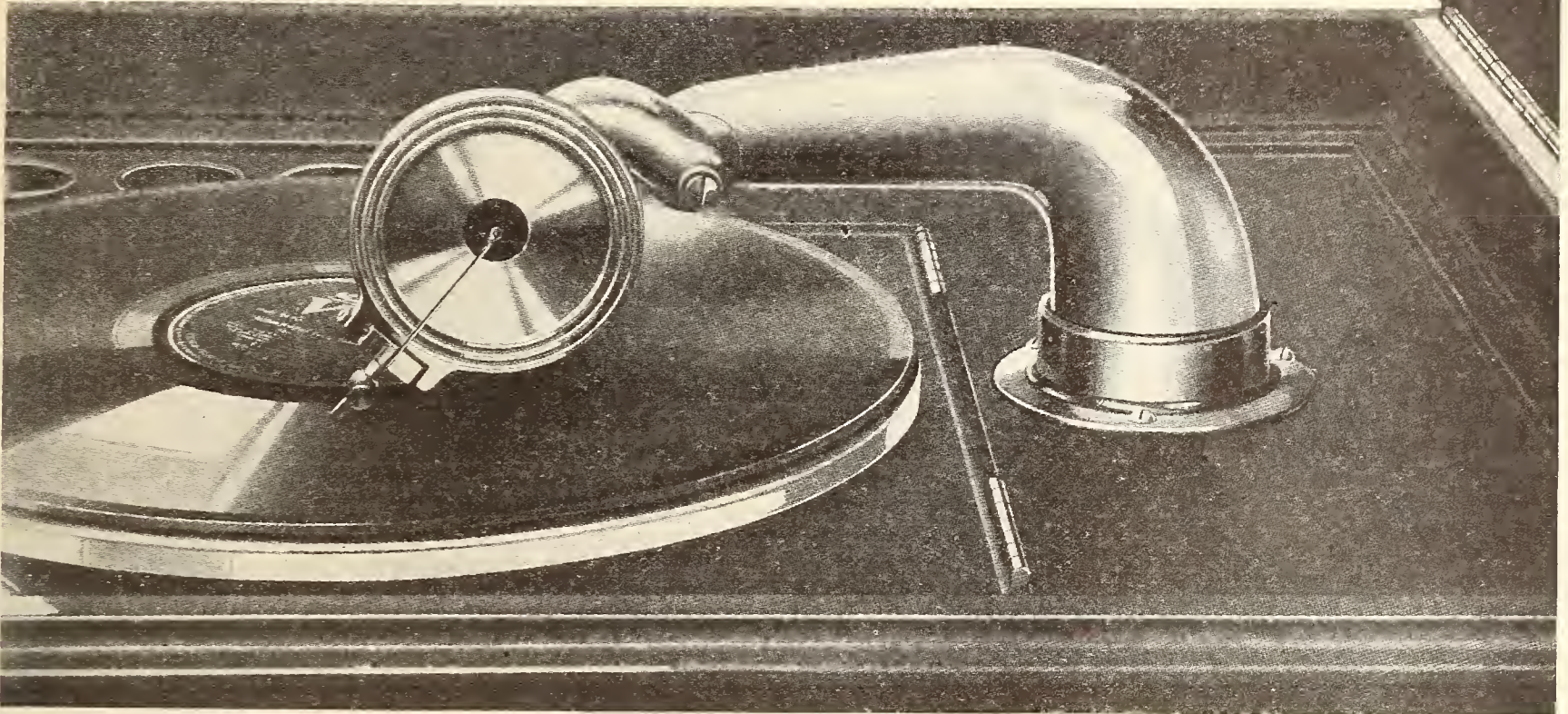
Sales volume is the ultimate proof of success. We have proved the success of the *Blood Tone Arm and Reproducer*. *It Sells*. Dealers all over the country asking for machines with the Blood equipment. If your machine is not so equipped it should be.

Won't you write—today—for our proposition? Besides adding selling quality to your machine, our dealers advertising will prove valuable to you

The Jewel Phonoparts Co.

59 East Van Buren St., Chicago, Ill.

TONE is
what SELLS



FROM OUR CHICAGO HEADQUARTERS (Continued from page 124)

ads have attracted a great amount of favorable criticism and undoubtedly are doing much to build up Vitanola prestige among prospective talking machine purchasers.

Noted Retailer Dies.

Solomon Klein, president of the West Side department store of that name, located on Halsted street, died during the month at the Michael Reese Hospital from a hemorrhage of the brain. The Klein Bros. Department Store, in addition to selling talking machines in their main stores, maintain an exclusive music establishment, where an excellent business has always been done in talking machines. Mr. Klein is survived by his widow, Mrs. Etta Klein, one son and two daughters.

Building Recommences.

Chicago's striking building unions have won another victory and have gone back to work at their own figures. One dollar per hour has been granted the men. The strike had its effect upon the music industry of the city, as well as on other industrial lines, but now that it is over a number of talking machine concerns will be able to carry out plans for additions to their present plants. In spite of the long strike, however, one or two of Chicago's talking machine concerns have effected changes and improvements within the past month or two.

Chas. H. Green Here.

Chas. H. Green, manager of the National Music Show, which is to be staged in New York next winter, was in Chicago during the latter part of September at the Congress Hotel. Mr. Green was here for the purpose of looking after the Western music people who are contemplating exhibiting at the New York show.

Marketing the Federal.

The Commonwealth Edison Co., now marketing the Federal and Pathe talking machines, is

going hard after the electric machine business of the city. The Commonwealth Edison Co. have upon their books the names of some half-million odd families using electricity in their homes, a very small percentage of whom now possess electrically operated talking machines. They are all prospects therefore and the prestige of the Commonwealth Edison name, together with the two excellent instruments handled by this company, ought, undoubtedly, to produce many sales. This firm advertises nationally, so that Federal and Pathe machines electrically driven will obtain publicity enjoyed by few talking machines.

Pathe at Exposition.

The W. W. Kimball Co. will exhibit a Pathe Actuelle model at the Electric Exposition at the Coliseum in October. The instrument is of Gothic design and of great beauty. Besides an exhibit of electric talking machines the Kimball Co. will show and demonstrate Pathe records.

Visit Emerson Factory.

During the latter part of September F. W. Clement, manager of the Emerson Phonograph Co. of Chicago, accompanied by the Western sales force, J. C. Fraser, C. J. Woodward and G. W.

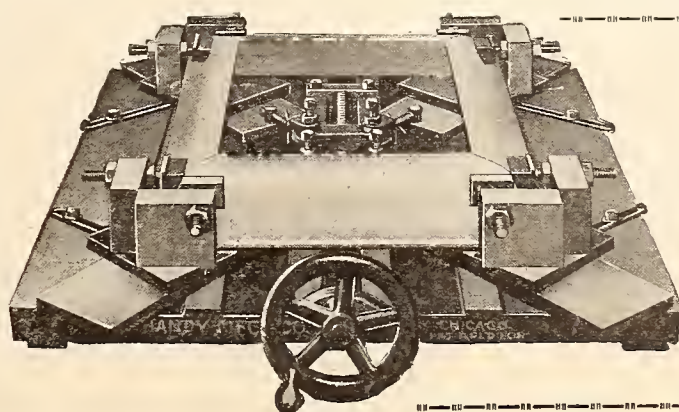
Marquis, visited the New York headquarters of the Emerson Co. and attended the sales conference of the assembled Emerson traveling men. The factory was inspected by the four from Chicago, together with other members of the Emerson organization. "Altogether," said Mr. Clement, "we had a most profitable time of it. Our factory output is larger than it has ever been before and is being continually increased."

The Chicago Emerson office started a fall advertising campaign on Friday, October 3, with advertisements in the four large local dailies. Other ads will follow right through the fall, winter and spring months. The Emerson national advertising campaign in magazines started with the October 4th issue of the Saturday Evening Post and will also continue through the spring.

Supply Business Booming.

One of the best barometers of the wholesale trade at any time is the condition of the supply business. No single talking machine manufacturer can be taken as reflecting general business conditions, for the very obvious reason that any particular concern may enjoy prosperity or the

(Continued on Page 126)



We illustrate the

"Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets.

Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

wherein they have installed the latest apparatus for making special tests of talking machine motors. This new department is under the charge of August Larson, whose duty it is to go out into the regular testing room and select at random an Ironclad motor, bring it into this special room or laboratory and subject it to the most rigid inspection. In this manner close tab is kept on all Ironclad motors as regards uniformity of speed and power. One part of this test is placing a record on the turn table and setting the tone arm in position for playing and then starting the motor, which must attain full speed within four revolutions of the turn table, before it is passed.

The Cherington Co. will be located in space 134 at the National Music Show, February 2 to 7. The booth will be in charge of Harry Carroll, vice-president and sales manager, and in all probability G. T. Cherington, president and treasurer of the company, will be in attendance for several days. The Cherington Co.'s full line of spring motors, as well as their tone arms and other hardware, will be on display.

New Line of Accessories

The Jewel Phonoparts Co. expects to come out in 1920 with a new line of talking machine accessories, such as an automatic stop, a cover lift and a tone controller. This latter contrivance is said to eliminate the necessity of equipping a cabinet phonograph with a regulation tone modifier and is to be applied to the reproducer. Just a year ago this company started in business and at that time was known as the Phonoproductions Co. Six months ago they changed their name from the Phonoproductions Co. to Jewel Phonoparts Co. and increased their capital stock as a corporation to \$25,000. The first year's business brought them many friends in the trade who are now using their tone arms and sound boxes exclusively. They expect, during 1920, to acquire a great many new friends who will not only take up their now well known sound box and tone arm, but their new talking machine accessories as well.

Change in Victrola Dept

The retail interests in the talking machine de-

partment of the George P. Bent Wabash Ave. store were recently sold to Charles M. Bent, R. B. Coreoran and H. J. McFarland. These three have formed a partnership which will be known as the Music Shop, Incorporated, and the firm will operate the talking machine department as a separate and distinct unit from the regular piano departments proper. The new organization will get the lease on the basement, first and mezzanine floors, which parts of the building will be used for the retailing of talking machines, records and accessories.

The sale of the talking machine department of the Bent establishment will in no way affect the present piano business, except in regard to some slight changes in the parts of the building now used for talking machines, to conform to the ideas of the new owners.

Have Large Motor Output

News comes from the plant of Fulton Bros. at Waukegan, Ill., manufacturers of the well known Fulton motor, that they have now reached the capacity of one hundred three spring motors per day and they anticipate before many moons to increase this to 500 per day. Every part used in the Fulton motor is now made in their own plant. They recently installed a new plating department wherein all nickel plating, gold plating, etc., used in the Fulton motors, tone-arms, etc., is being done.

Pleased With Automatic Stop

The Chicago Ferrottype Co. of this city are in receipt of the following letter: "The outfit has arrived, and we are pleased to find everything working fine. You certainly have the best automatic stop we have tried; of course it costs more than the others that we have tried, but it is well worth the difference in price as there is no guess work about its stopping on all records at the right time."

Lectures on Tone Production

William Braid White, technical editor of The Talking Machine World, has been carrying on a series of lectures on "The Mechanics of Tone Production" to different organizations of the city. On November 18, he addressed students of the

Northwestern University on this subject and later spoke before the class in sociology of the same university on the subject, "Music As a Social Agency." This class, under the direction of Professor Elliott, hears each week prominent men in various lines of professional and industrial work talk on subjects related to the general topic of sociology. The various culture agencies are taken up in detail, and it was thought only appropriate that music, one of the greatest of these, should be emphasized. Other organizations before which The World technician spoke have been the Illinois Federation of Music Clubs, Society of American Musicians and Cosmopolitan School of Music.

Shortage of Cabinets

The Chicago Tribune recently printed in their advertising columns a blud advertisement of a talking machine company which is looking for a furniture factory to be used for cabinet manufacturing purposes. The ad read as follows: "We want to buy a furniture factory. We are ready to purchase a modern furniture or cabinet factory, suitable for conversion into production of phonograph cabinets. Will consider idle or going property. Our resources will permit development and enlargement for the factory we purchase. What have you to offer? Communications treated confidentially."

Pathé Men Meet Here

Officials and jobbers of the Pathé Freres Phonograph Co. gathered in Chicago during the latter part of November to hold their annual informal caucus and dinner at the Congress Hotel. The annual dinner was held and plans for the coming year were gone over. President Widmann was in attendance, together with George W. Lyle, James Watters and H. A. McMenimen, all of whom are officials of the Pathé Co. There was an attendance of over half a hundred Pathé jobbers, all of whom voiced their praise of Pathé cooperation in the distribution of Pathé instruments. A number of most interesting talks were delivered and officials of the company promised a largely increased output during the coming year. The dinner took place in the Francis I room of the Congress Hotel.



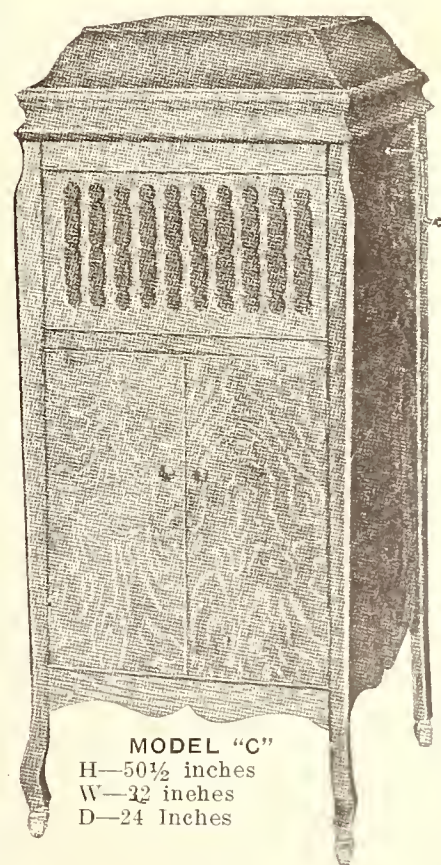
MODEL "B"
H—48 inches
W—19½ inches
D—22½ inches

GREETINGS

The greatest month in the greatest year in the history of the talking Machine Industry is drawing to a close.

Everywhere there is a hustle and bustle of Activity. Industry, and especially that part of it concerned with the manufacture of Talking Machines, is working to capacity and has great numbers of unfilled orders, as yet untouched.

We, like all other manufacturers of good instruments, are greatly oversold—still, orders continue to pour in. It is beyond us, at present, to say when we shall be able to catch up with the deliveries—but in the midst of all this rush we pause to extend the Season's Greetings to all friends of *Phoenix*, prospective and present alike.



MODEL "C"
H—50½ inches
W—32 inches
D—24 inches

PHOENIX PHONOGRAPH CO.

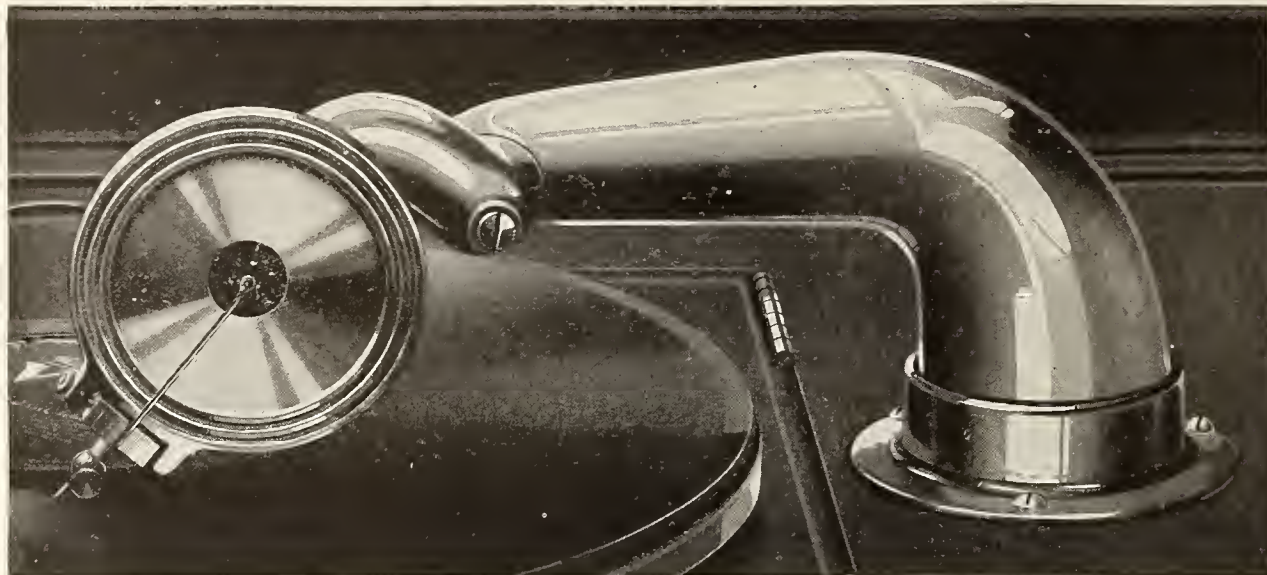
2504-06 W. Van Buren St.

Phone Seeley 4320

Chicago, Ill.

Blood

TONE ARM & REPRODUCER



CRITICS SAY:

"Most important improvement in Phonographs during recent years"

PHONOGRAPH manufacturers have long realized the utter inadequacy and deficiency of the present so-called tone modifier, which merely muffles or chokes the sound at entrance to tone chamber. Tonal vibrations are retained within limits of arm, causing excessive vibrations, with their resultant distortion of sound waves, harsh and indistinct tones.

NOW THE BLOOD MUTE ELIMINATES all the objectionable features of the "choker" device, and makes possible perfect sound reproduction, which can be modified to a softness and clearness that are really remarkable. Retains high tonal quality of BLOOD reproducer.

HERE'S WHAT THE "BLOOD" ACCOMPLISHES:

Perfect regulation of volume while the record is being played, without in any way changing character of tone.

Enables you to build tone chamber flush with motor board and makes possible air-tight tone chamber construction.

Eliminates "choker" device and reduces manufacturing costs.

Gives you a phonograph of unexcelled tonal quality.

NO OTHER REPRODUCER HAS IT



SHOWING BLOOD MUTE

*Designed and patented by Burr Blood and used exclusively in the
BLOOD TONE ARM AND REPRODUCER*

JEWEL PHONOPARTS CO.

59 E. VAN BUREN STREET

CHICAGO, ILL.

Removal Notice!

"JEWEL
PHONOPARTS"
announces to its
friends this month
its REMOVAL to
new and much larger
quarters at 668 West
Washington Blvd.
CHICAGO

Blood

— TONE ARM & REPRODUCER —

"JEWEL
PHONOPARTS"
thanks all those
whose patronage of
the BLOOD TONE
ARM and REPRO-
DUCER have made
this move necessary.

*With these better facilities, we can confidently
promise still better results in quality and service.*

JEWEL PHONOPARTS CO.

668 West Washington Blvd.

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

to enter the retail talking machine business in his own store on Stony Island avenue, between Sixty-seventh and Sixty-eighth streets. His business will be in Victrolas and Victor records exclusively.

Defines Terms of D. P. and D. A.

The abbreviation D. P. translates into "documents for payment." This means that in shipping goods a bill of lading is taken out to the shipper's order and that bill of lading, endorsed by the shipper, is attached to marine insurance policy similarly drawn and a draft on the consignee for the amount of invoice, charges,

etc., and all these documents are forwarded through a responsible banking house, which will not deliver the bill of lading or give possession of the goods until the accompanying draft has been paid. This is, in some respects, as will be observed, similar to a C. O. D. transaction. It is usually regarded as safe, and is a very customary practice, whenever customers have been thoroughly investigated and found to be of high character, good commercial reputation and financial responsibility, not otherwise.

The reverse of the term D. P. is D. A., which means documents for acceptance; that is to say,

the bank at point of destination delivers the bill of lading, which gives possession of the goods when the customer accepts the draft, usually payable 30, 60 or 90 days after sight. This is virtually the acceptance system which is now being so generally urged in this country and is the basis for most of the large international business of the world; but, of course, it is never undertaken except with customers of the highest possible standing.

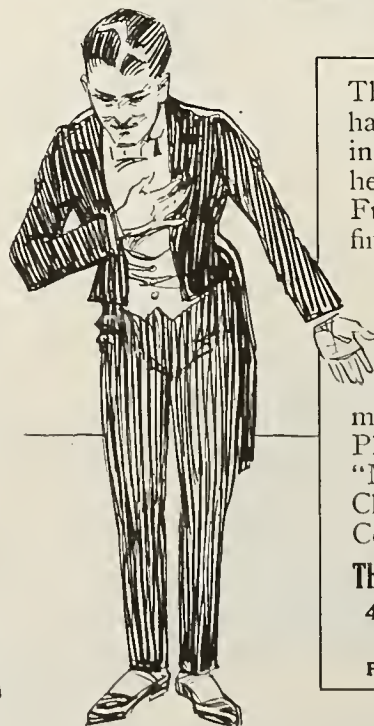
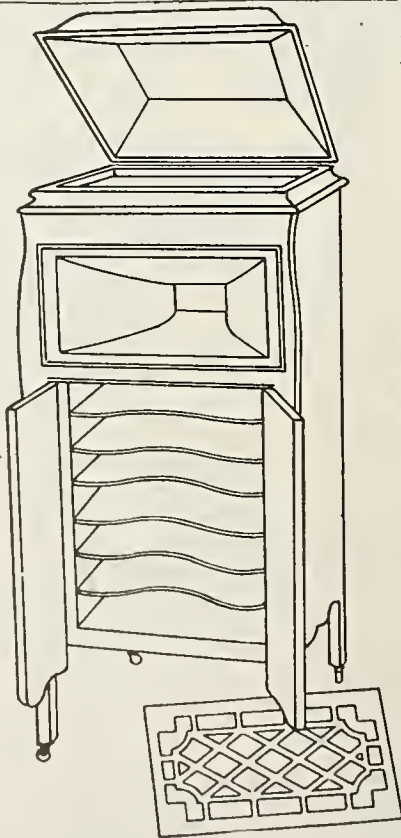
They Whittle 'Em

A most eloquent testimonial to the popularity of the fibre needle is contained in a number

MELODIA Phonograph Company

The
MELODIA
furnished in five
styles and sizes rang-
ing in price from
\$75⁰⁰ to \$325⁰⁰

WRITE FOR
ATTRACTIVE DEALERS'
OFFER



**400 N Sangamon St.
Chicago Ill.**

The Melodia will now have the stage, appearing in outline, all built of heavy five-ply stock. Furnished in standard finishes. The Melodia is unsurpassed in tone on account of its "Patent Applied For" tone chamber and its equipment of the best motor and tone arm. Played and indorsed by "Marinuzzi," director of Chicago Grand Opera Co. Live dealers wanted.

The Melodia Phonograph Co.
400 N. Sangamon Street
CHICAGO, ILL.
PHONE, HAYMARKET 3833

GATHERING OF BRUNSWICK DEALERS IN SAN FRANCISCO

Important Meeting Scheduled for September 16—New Quarters for Western Phonograph Co.—Business Moves Along Satisfactory Lines—Talking Machine Exhibits at Furniture Show

SAN FRANCISCO, CAL., September 4.—In accordance with its progressive policy of business expansion, the Brunswick-Balke-Collender Co. will hold the first meeting of the Brunswick Dealers' Association for Northern California, Western Nevada and the Hawaiian Islands in San Francisco, on September 16. This get-together meeting promises to be well attended as the interest in Brunswick products has grown steadily ever since the line was placed on the market. The San Francisco agency is now permitted to extend its scope of distribution through responsible dealers in this territory, which is welcome news in that it indicates that Brunswick goods are being produced on a scale approaching the demands of the trade.

Located in New Offices

The Western Phonograph Co. is now located in new offices at 973 Market street. In the new location there is much more space for storage and better working facilities. Omer N. Kruschke is engaged at present in giving tone-tests of the Pathé Actuelle in the cities of Northern California. He is working with Miss Ruth Bowers, the well-known soprano, and Miss Olive Reed, the violinist, whose records are featured in the demonstrations.

New Post for Schrade Co.

A. J. Schrade, as a reward of merit, has been appointed assistant manager of the San Francisco branch of the Columbia Graphophone Co., to replace A. C. Love, who has gone south to assume his duties as the Columbia representative in Los Angeles.

Honor Well Deserved

The news that Frank M. Steers, president of the Magnavox Co., whose plant is in Oakland, has been elected president of the newly-organized Sonora Distributors' Association is a compliment well deserved. Mr. Steers is a live-

wire factor in the Pacific Coast talking machine industry and his activities with the Magnavox have made this wonderful instrument the talk of the trade.

The Emerson Co. is getting in shape for manufacturing records in Los Angeles and it is expected that the first products made in the new factory will be ready for distribution shortly. C. W. Shumway, of the Western Jobbing & Trading Co., San Francisco, the well-known distributors of Emerson products, is at present in Los Angeles on Emerson business.

Langley & Michaels Appointed Distributors

The "Etruscan" phonograph, manufactured by Cronan Bros., Portland, Ore., will hereafter be distributed in the territory of Northern California, Southern Oregon, Nevada and the Hawaiian Islands by Langley & Michaels, the large wholesale drug concern of San Francisco. G. C. Cook, an expert from the factory in Portland, has just been in San Francisco coaching the salesmen of Langley & Michaels in regard to effective salesmanship with talking machine goods. Langley & Michaels have fitted up a special department for the new line, a feature of which is a model demonstrating room.

Makes Encouraging Business Reports

R. E. Kane, of Sherman, Clay & Co., who travels for the firm in the interests of Victor goods, has returned from a trip throughout the State and he reports that the demand for Victor products is exceptionally strong in all quarters.

Booked Orders for W. S. Gray

Cass Altshuler, who represents Walter S. Gray & Co. in the Northwest, was down from Seattle to visit headquarters in San Francisco last week. He booked some large orders for his house.

Exhibits at Furniture Exchange

Among the most attractive exhibits at the San Francisco Furniture Exchange "Market Week"

Well Rated Dealers
Can Discount Their

PHONOGRAPH INSTALLMENT CONTRACTS

WITH US

Thereby Turning Their Accounts
INTO WORKING CAPITAL



exposition held in August was that of the Starr phonograph. The exhibit was installed by J. W. Steinkamp, the Pacific Coast representative for the Starr factory, and he also was in charge during the week. The concerts at the booth were very popular with the visitors.

The Emerson Co. also had a fine display at the Furniture Exchange and this was in charge of the San Francisco representative, C. W. Shumway, of the Western Jobbing and Trading Co. The Emerson phonographs were featured in a comfortably-furnished bungalow apartment, an exhibit designed to show the essential character of good music in the home.

ADDS NEW CONVERTO MODEL

LITTLE FALLS, N. Y., September 1.—The C. J. Lundstrom Mfg. Co., of this city, manufacturer of Lundstrom Converto cabinets, has added a new model to its line known as the Converto 2 M X and which is to be used in conjunction with the mahogany Victrola VI.

IMPORTANT DEALER ANNOUNCEMENT

Now Available



For Standard Makes
of Phonographs

New Market of Profits for You

A scientific reproducer which improves the tone quality of old and new phonographs. Every owner will want to install it on his phonograph.

Equipped with the BLOOD MUTE, or Tone Modifier, it permits of instant regulation of volume to the individual taste of the audience and character of music.

The tone is reproduced in all its original sweetness and clearness, and not "muffled" or "choked" as with damper or door method of volume regulation.

Greatest selling feature ever offered the trade.

Sells on a single demonstration.

Write Today for Sample and Prices

Specify Make of Phonograph



Better Tone—Perfect Regulation

In Keeping With the Times

Both the Presidential nominees have adopted the phonograph as a means of carrying their messages into the home. These talking records will be in big demand and their success is dependent upon perfect enunciation.

The BLOOD Reproducer is noted for its natural, life-like reproduction and perfect enunciation. It brings out every syllable, every word, clearly and distinctly, and will be a big factor in the sale of these talking records.

Prepare for This New Demand

JEWEL PHONOPARTS COMPANY

670 W. WASHINGTON BLVD., CHICAGO

TO THE MANUFACTURER

Latest "Blood" Achievement

A NEW NON TAPER NON THROWBACK TONE ARM



Showing Method of Attaching to Tone Chamber, which extends above the motor board. Reproducer in position for playing lateral cut records.



Reproducer in position for playing vertical cut records. Correct position for playing EDISON records.

ACHIEVEMENT characterizes the products of the Jewel Phonoparts Company. First—a REPRODUCER that has won nation-wide distinction for its perfect reproduction of all musical tones. Second—the MUTE,—Tone Modifier, that makes possible perfect volume regulation, without in any way changing the character of tone. Third—the indestructible NOMIKA DIAPHRAGM that means the positive elimination of all diaphragm troubles.

AND NOW—A NEW NON TAPER TONE ARM that is adjustable in length and weight on records, and plays the Edison record in the EDISON position. Non Taper in design, the sound waves are transmitted accurately to a PROPER amplifying horn, which is positively air-tight, thereby insuring perfect reproduction and a maximum volume of tone. The pivoted ball-joint gives perfect freedom of movement, both vertical and horizontal, so that all makes of records are played properly.

This is without a doubt the most complete and highest class tone arm equipment that has ever been offered, because, in addition to its many exclusive features, the same reproducer that has individualized the "BLOOD" Quality of Tone is embodied in its design.

Use the "Blood" and be on the Safe Side

FULL PRODUCTION IN ONE MONTH

GET YOUR ORDERS IN NOW

Jewel Phonoparts Company

670 W. Washington Blvd.

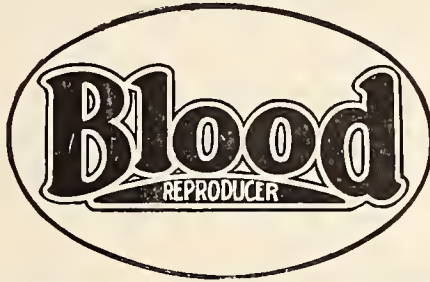
Chicago

Blood

TONE ARM & REPRODUCER

TO THE DEALER A Greater Market of Profits

With Attachments for

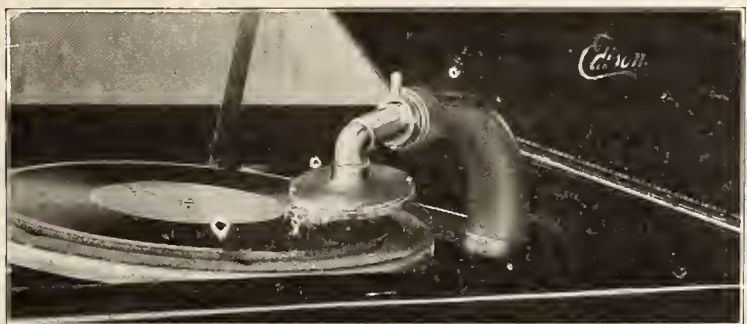


Edison and Victor
Phonographs

EDISON UNIVERSAL ATTACHMENT

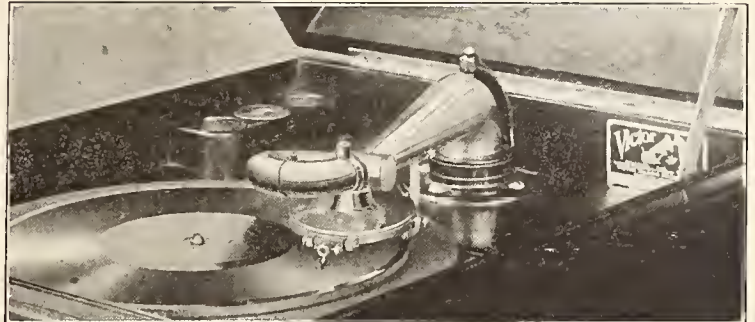


Showing Blood Reproducer in position for playing Lateral Cut records on the Edison Phonograph. Note the simple construction and pivoted ball joint.

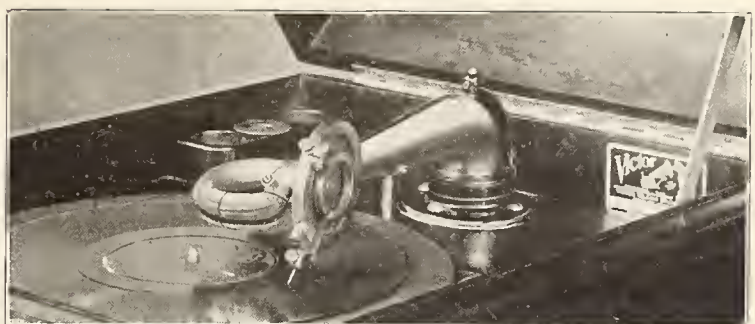


Showing Blood Reproducer in position for playing Vertical Cut records on the Edison Phonograph. Note the CORRECT Edison position, which insures perfect reproduction.

VICTOR UNIVERSAL ATTACHMENT



Showing Blood Reproducer in position for playing Vertical Cut records on the Victor Phonograph. Note simple design and correct Edison position. No adjustments necessary.



Showing Blood Reproducer in position for playing Lateral Cut records on the Victor Phonograph. Large diaphragm insures natural, lifelike reproduction.

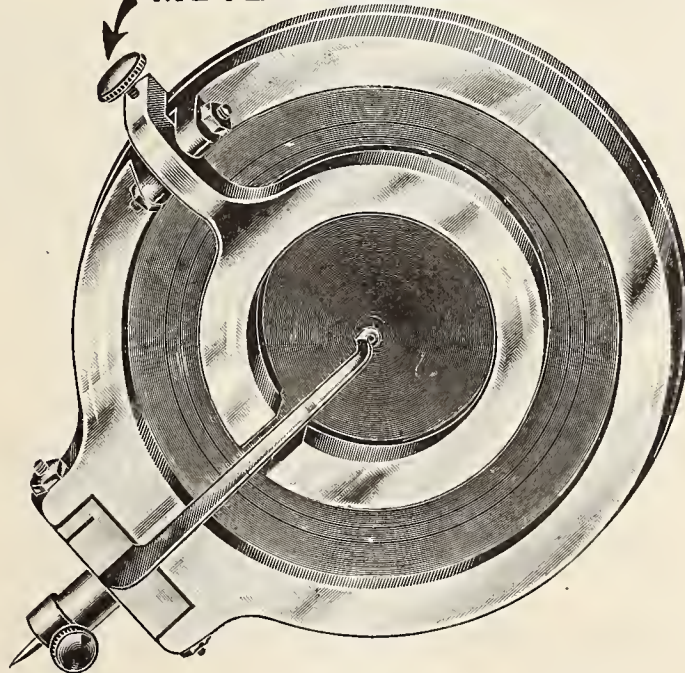
Exclusive "Blood" Features

MUTE-Tone Modifier



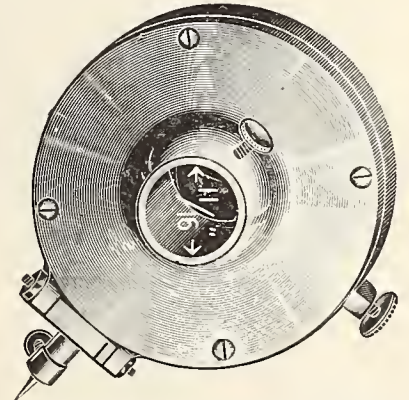
NOMIKA DIAPHRAGM
(Half Actual Size)

A scientific development that makes possible perfect sound reproduction, in all its original clearness and beauty. Will not crack, split or warp and is indestructible under ordinary conditions of service. Critics say: The greatest advance yet made in the reproduction of musical tones.



(Actual Size)

At the slight turn of a simple set screw, the Mute is raised or lowered against the diaphragm and the volume minutely regulated to the individual taste of audience and character of music.



SHOWING HUB CONNECTION
(Half Actual Size)

Standard construction adopted for Blood Reproducers. Center opening measures 11/16" in diameter, so that it can be used on other phonographs having a similar construction.

FULL PRODUCTION IN ONE MONTH

GET COMPLETE DETAILS NOW

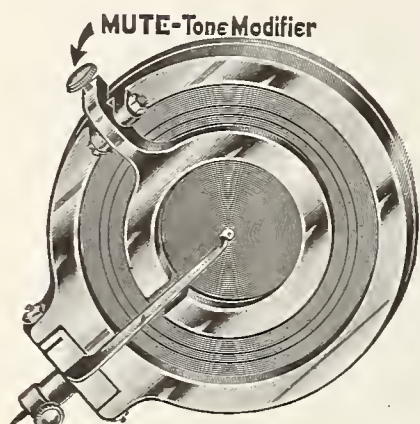
Jewel Phonoparts Company
670 W. Washington Blvd. Chicago

Blood

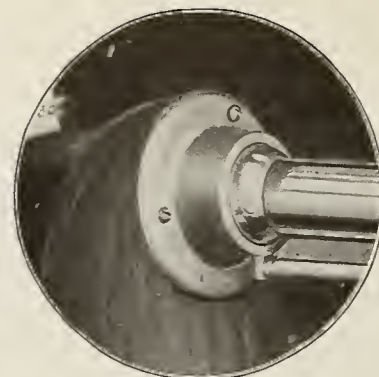
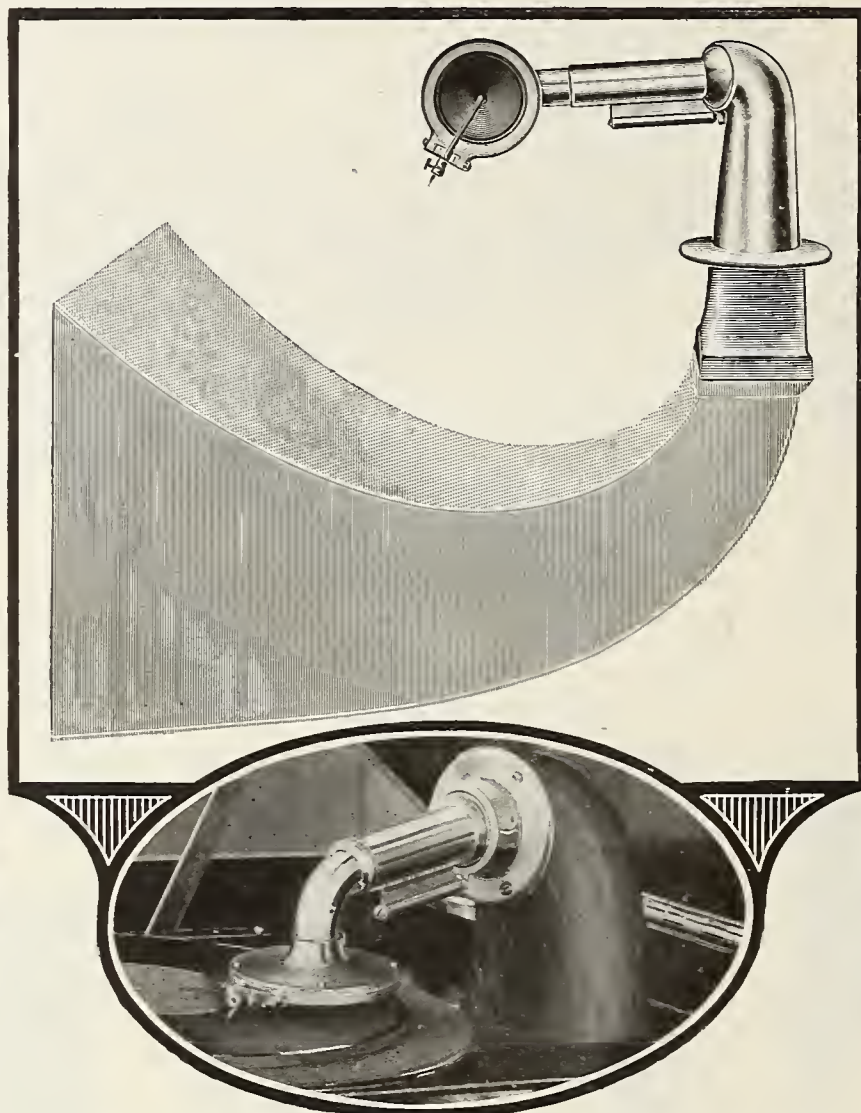
—TONE ARM & REPRODUCER—

Of Interest to Every

A NEW NON-TAPER NON-THROWBACK TONE ARM

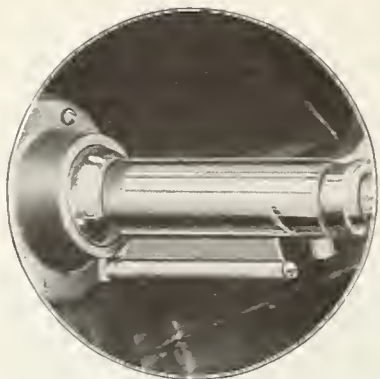


Regulates volume to meet individual taste of audience and character of music.



PIVOTED BALL JOINT

Insures perfect freedom of movement in horizontal and vertical directions.



WEIGHT REGULATING DEVICE

A slight turn of the set screw automatically adjusts the weight for the proper playing of all makes of records.

Shows application of new Blood Tone Arm to both the metal and wood tone chamber throat. Wood throat can be artistically finished to harmonize with the cabinet design.



HILL AND DALE POSITION

Note position of reproducer. This is the correct EDISON position for playing all hill and dale records.

Acknowledged as the greatest musical instrument of all time, the phonograph plays an important role in our daily life. But a few years ago the phonograph was looked upon as being merely a "talking machine," a novelty, because of the unnaturalness and imitative quality of the tone produced. Today it has been developed to the point where it is no longer referred to as a "talking machine," but as a musical instrument of the highest order, reproducing every note, vocal and instrumental, in all its original clearness and beauty. The quality of this reproduced tone at times is so natural and life-like that it is impossible to distinguish it from that of the living artist.

These results have been brought about through the development and perfection of recording and reproducing instruments. In the past year we have perfected several features that have proven a big boon to the industry. The most important of these is the NOMIKA DIAPHRAGM, which will not blast, crack, split or warp, and is practically indestructible even under the most severe conditions. In addition, it is not affected by atmospheric conditions and is acknowledged by musical critics as being the greatest advance yet made in phonographic sound reproduction.

Another innovation that is acclaimed by every lover of good music is the MUTE-TONE MODIFIER, which makes possible accurate volume regulation to the individual taste of the audience and character of music. In principle it is the same as the mute as used on the bridge of a violin, in that the length of the vibrations is accurately controlled and the volume regulated to the minutest degree without in any way changing the character of tone.

The crowning feature of all is the Non-Taper, Non-Throwback Tone Arm Combination pictured above. Built along entirely new lines, perfect reproduction and maximum volume are insured because of the positively air-tight construction from needle point to front of tone chamber. Adjustable in length and weight on records, with a free, pivoted, ball-joint movement and centering in lateral and vertical positions, it plays every make of record and does it better than any universal tone arm on the market today. It will give your phonograph an enviable standing in the world of music and DEFIES COMPETITION.

Delay is your loss—Act quickly

Jewel Phonoparts Company

670 W. Washington Boulevard

:

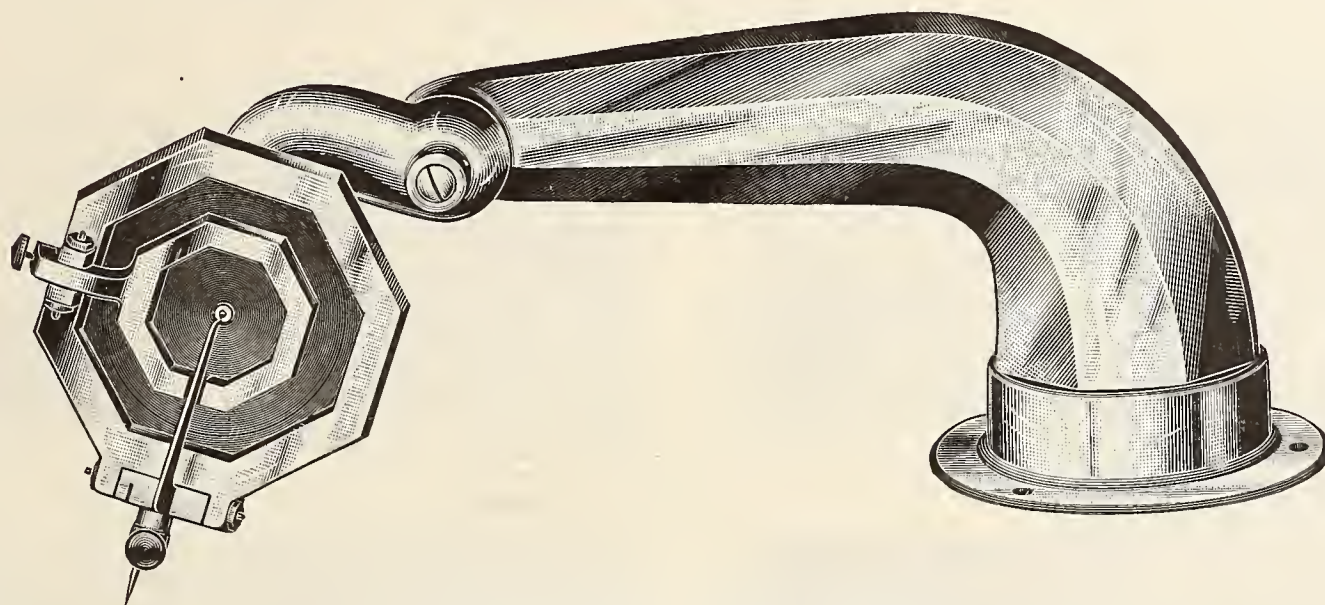
:

Chicago, Illinois

Phonograph Manufacturer **Blood**

TONE ARM & REPRODUCER

Tone Arms and Reproducers For Every Need
and the new
Blood Automatic Stop

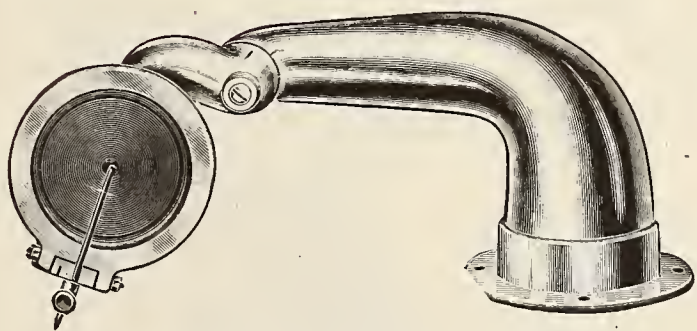


9 1/2" OCTAGON DESIGN BLOOD TONE ARM

This new Blood Tone Arm is without a doubt the most attractive design on the market to-day. Designed especially for manufacturers of high-grade phonographs.

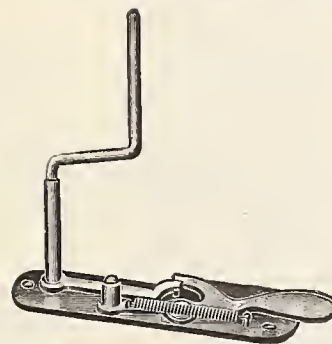
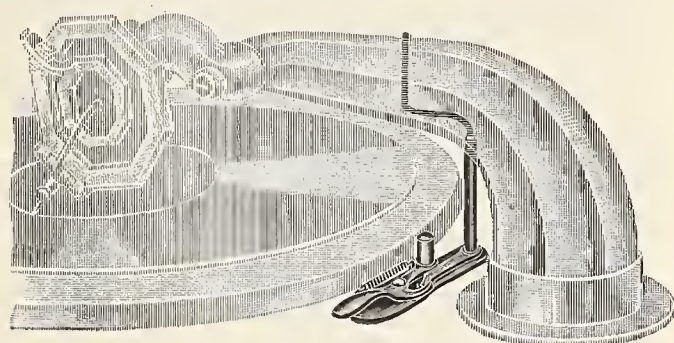
Has the same general characteristics as the product that has won such an enviable reputation for its soft, mellow tone and natural, life-like reproduction.

Made only in the 9 1/2" length. Can be furnished with or without Mute-Tone Modifier, and with Plain or Octagon Design Reproducer.



STANDARD 8 1/2" BLOOD TONE ARM

Known the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones. This tone arm on your machine spells Success, because of its high standing in the phonograph world. Made only in the 8 1/2" length. Can be furnished with or without Mute-Tone Modifier, and with Plain or Octagon Design Reproducer.



NEW BLOOD AUTOMATIC STOP

Simplest and most effective Automatic Stop made. Watch-like in its accuracy, yet of the most substantial construction, perfect results are insured.

Can be installed in a moment, and on any make of phonograph.

No parts to get out of order.

Prepare for the Holiday Demand—Immediate Deliveries

Jewel Phonoparts Company

670 W. Washington Boulevard

:

:

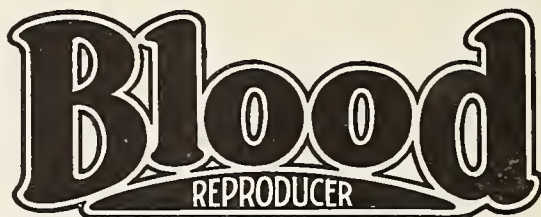
Chicago, Illinois

MR. DEALER:-

Here's a Rapid-Fire Sales Combination

You Benefit In

- Increased Profits
- Retaining Old Customers
- Winning New Customers
- Increased Record Sales



With Attachments for Edison
and Victor Phonographs

Your Customer Benefits

- Better Music
- Less Wear on Records
- Makes Phonograph Like New
- Complete Satisfaction

EDISON UNIVERSAL ATTACHMENT



Showing Blood Reproducer in position for playing Lateral Cut records on the Edison Phonograph. Note the simple construction and pivoted ball joint.

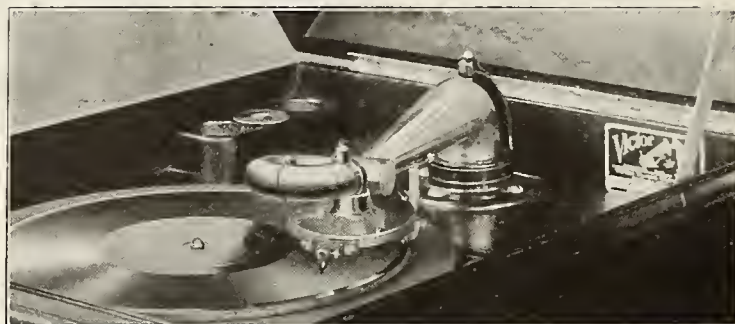


Showing Blood Reproducer in position for playing Vertical Cut records on the Edison Phonograph. Note the CORRECT Edison position, which insures perfect reproduction.

Retail Selling Price

Edison Universal Attachment complete with Blood Reproducer, Nomika Diaphragm and Mute.....\$14.00

VICTOR UNIVERSAL ATTACHMENT



Showing Blood Reproducer in position for playing Vertical Cut records on the Victor Phonograph. Note simple design and correct Edison position. No adjustments necessary.



Showing Blood Reproducer in position for playing Lateral Cut records on the Victor Phonograph. Large diaphragm insures natural, lifelike reproduction.

Retail Selling Price

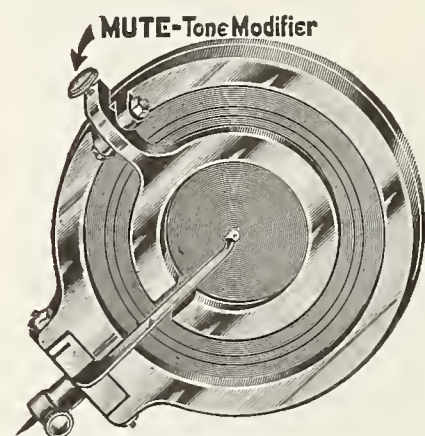
Victor Universal Attachment complete with Blood Reproducer, Nomika Diaphragm and Mute.....\$12.00

LIBERAL QUANTITY DISCOUNTS TO DEALERS

FEATURES

1. Blood Mute, Tone Modifier, regulates volume to meet the individual taste of audience and character of music.
2. Indestructible NOMIKA diaphragm does not blast, crack, split or warp. It is acknowledged to be the greatest development in phonographic sound reproduction in recent years.
3. Plays ALL hill-and-dale records in the proper EDISON position. See illustration.
4. Air-tight construction and absence of complicated movable joints insure perfect reproduction and maximum volume of tone.
5. Pivoted ball-joint of Edison attachment insures perfect freedom of movement both vertical and horizontal.
6. Needle centers properly on record when playing either lateral or hill-and-dale records. This feature is not found in any other attachment.
7. No adjustments necessary when changing from lateral to hill-and-dale records. Merely reverse position of reproducer and change needle.

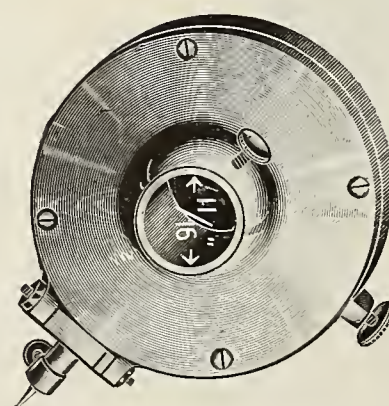
Write for Full Particulars.



Front View, Blood Reproducer
(Half Actual Size)

The Mute-Tone Modifier regulates volume to individual taste of audience and character of music.

Nomika Diaphragm does not blast, crack, split or warp.



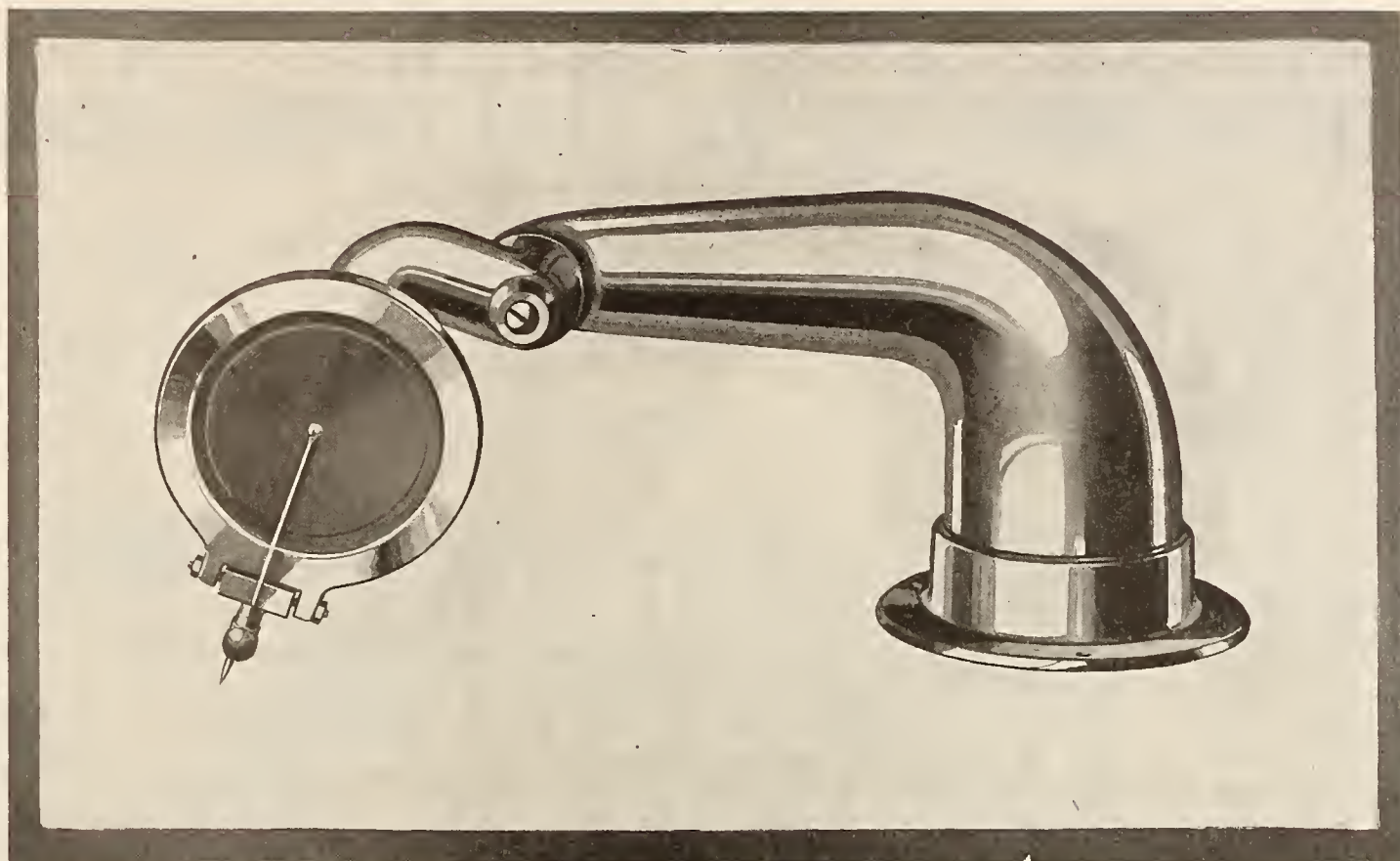
Rear View, Blood Reproducer
(Half Actual Size)

Standard construction adopted for back of Blood Reproducer, Center opening measures 11/16" in diameter, which permits of its application to many different makes of phonographs.

Jewel Phonoparts Company

670 W. Washington Blvd.

Chicago



Blood Tone Arm and Reproducer 8½ inch length

Renowned the country over for its simplicity of design and operation, its mellow, natural and life-like reproduction, it has been generally accepted as standard equipment for high-grade phonographs.

EDISON

Universal Attachments

VICTOR

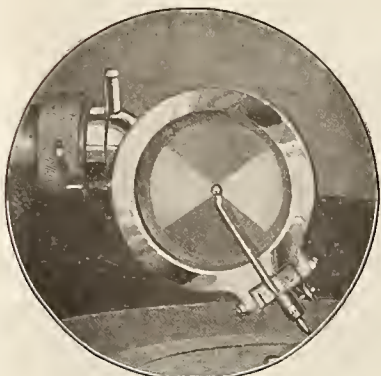


Fig. A

Every owner of an Edison phonograph is a prospect for this attachment. Plays Victor records with that superior, mellow quality of tone so characteristic of the "Blood."

Victor Position

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

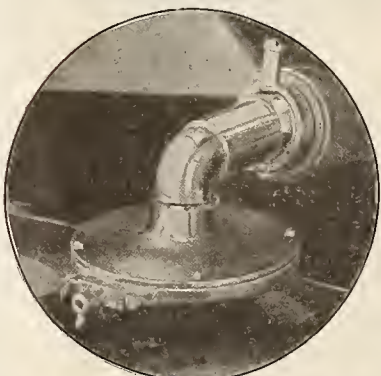


Fig. B

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

Edison Position

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

W
R
I
T
E
Today
for
S
A
M
P
L
E
S

Victrola owners can now enjoy the wonderful creations of SERGEI RACHMANINOFF, the celebrated Russian pianist, so artistically reproduced in Edison records.

Edison Position

Fig. C shows Blood Reproducer in position for playing Edison and other hill and dale records.

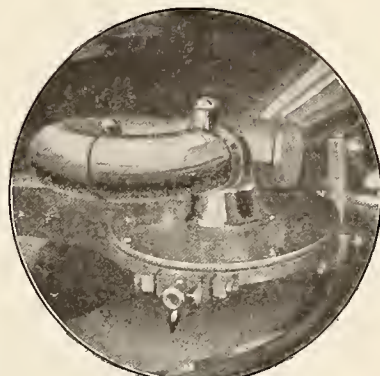


Fig. C

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

Victor Position

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

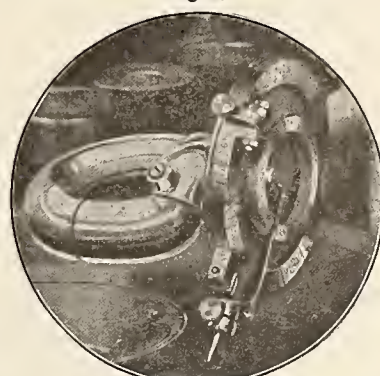


Fig. D

THERE'S NO TIME TO LOSE

Every piece of apparatus that leaves our factory is covered by the "BLOOD" guarantee—SATISFACTION OR MONEY REFUNDED. Let's get acquainted now.

Jewel Phonoparts Company
670 W. Washington Blvd. Chicago

The New
BLOOD
AUTOMATIC STOP
is now ready

Blood
TONE ARM & REPRODUCER

Immediate Deliveries on
Tone Arms, Uni-
versal Attachments,
Automatic Stops

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

A TIME FOR AGGRESSIVE SALESMANSHIP, SAYS HOPKINS**Sales Manager of the Columbia Graphophone Co. Makes Straight-from-the-shoulder Talk on the Curative for Business Ills—Cutting Down Sales and Advertising Means Slower Trade**

CHICAGO, ILL., January 7.—Some straight-from-the-shoulder remarks that are timely and pertinent were uttered by George W. Hopkins, sales manager of the Columbia Graphophone Co., at a recent gathering of a number of prominent business executives covering many lines of industry in this city. He emphasized the fact that now is the time for real salesmanship, which can demonstrate itself for the first time in many years, and declared that with the greatest crops ever harvested in the history of the Nation, with business on a sound, fundamental basis, there is nothing wrong excepting the mental attitude of those who refuse to act at a time which calls for real intelligent and direct action.

After pointing out the value of an interchange

that popular music outsold classical music ten to one, according to everyone whom I asked about the subject.

"I immediately made the major point of Columbia advertising popular music, and in a short time we jumped to the front. Our increase in sales this year is more than 100 per cent. We are literally selling tons of music. I mean exactly what I say. We go to a dealer's store and tell him that we want him to sell a ton of records, all of one popular song, and that we expect him to sell them within a week, without a nickel's worth of advertising help from us.

Not Done by Cutting Prices

"But it isn't done by price cutting. We don't believe in price cutting. Columbia phonographs will continue to be sold at the same prices as heretofore. Price cutting is a lazy man's method

of inducing business, and does not build for permanency or profit.

"We have kept every one of our salesmen, and when the period of hesitation arrived, about the first of May, we had our entire sales force trained and ready to meet the situation. The training we had given to our salesmen during the time that we were oversold consisted of nothing more or less than making retail salesmen of them, by sending them into the retail furniture and music houses and having them put on local campaigns, selling phonographs to Mrs. Householder.

"A lot of dealers at first resented the idea that we should tell them how to run their phonograph departments; the trouble being that these dealers, the same as our salesmen and the same as we sales managers, had become inflated and had decided that the wonderful business which they had enjoyed during the past few years was due to their own personal management and brains.

(Continued on page 144)

**George W. Hopkins**

of ideas, Mr. Hopkins said: "The trouble with a lot of us sales managers is that we like to sit in our office at a big mahogany desk, and when a salesman has something to tell us that he has gleaned from his own experiences we shut him up with 'I know better,' instead of letting him talk and get his story off his chest.

"You can't pour enthusiasm into a salesman when he is full of bile, or something else that needs to get out of his system; so don't forget that you are not only his business 'doc,' but his business 'daddy' as well, and that he is perfectly right that he should come to you with his story.

"How much do you really know about picking salesmen? I believe that 75 per cent of the failures of salesmen are chargeable directly to the men who hired them. I blame myself three-fourths of the time when a man whom I have selected falls down on our proposition, for the reason that I have either hired the wrong man or I have failed to sell him our sales plan so that he can put it over.

One Alibi Gone by the Board

"For years practically every institution has been face to face with a condition which furnished a constant and unanswerable alibi for the sales force whenever we attempted to check up the work. It was a bunch of orders in front of us which we were unable to fill. In consequence, a lot of firms made the mistake of allowing their sales organizations to run down. In some cases they laid off almost all of their men, retaining only a few.

"My sales training was originally in the biscuit game. From biscuits I went into chewing gum, and from chewing gum to music. When I got into the music game I had before me practically all of the copy that my firm as well as its competitors had used for seventeen years back. An analysis of this copy showed that 85 per cent of these advertisements were featuring classical music. Still, it was a well-known fact

B. B. BLOOD

WISHES to announce to the trade that both Mr. O. J. Kloer and Mr. B. B. Blood have withdrawn from the Jewel Phonoparts Co. and will immediately begin the manufacture of all new Blood products---among which is a non-infringing tone arm that will be ready about February 15th.

They also wish to take this opportunity of thanking the trade in general for its patronage, and they will strive to merit a continuation of the good-will which they have enjoyed.

Blood & Kloer**460 West Erie St.****CHICAGO, ILL.**

LAKE SIDE PHONOGRAPH PRODUCTS



THE
ELECTRO-PHONE
ELECTRICALLY
DRIVEN
PHONOGRAPH



MOTORS—TONE ARMS
ALL PHONOGRAPH
EQUIPMENT
WALL KANE
NEEDLES
ACCESSORIES

DISTRIBUTORS

LYRIC RECORDS

HITS FIRST

PROMPT SERVICE

BEST SELECTIONS

LAKE SIDE SUPPLY CO.

412-16 SO. DEARBORN ST.

CHICAGO, ILL.

PHONE HARRISON 3840

part of the motor. This, they claim, gives it an universal application. The Sterling people report that there was a slight pick-up in business towards the latter part of January and that from present indications the trade is awakening. At a recent election of officers of this company Fred Wenzel was elected treasurer.

Tell of Business Expansion

The Jewel Phonoparts Co. has shown a phenomenal growth since its organization two years ago and its sound boxes, equipped with a Nomika diaphragm and Jewel mute, have had an exceedingly favorable reception by talking machine manufacturers. The business in the past year has grown to a point where the sales receipts amount to \$200,000. This company has an authorized capital of \$100,000, \$60,000 of which has been paid in, all except \$2,500, in cash.

Plans are being worked on at present for the enlargement of the mechanical department and the company expects, within a short time, to bring out many new articles which fill a long-felt want in the trade. One of these new features is the non-taper Jewel tone arm. The various phonograph accessories to be placed by the company will hereafter be known as "Jewel" instead of "Blood."

The men most strongly interested financially in the company are men of large business experience able to stand behind the company in any financial way needed. These men are also taking an active part in the business thereof and giving it the benefit of their past business experience in other lines. The sales for the Jewel Phonoparts Co. are now being handled by A. B. Cornell, who is known to every manufacturer of talking machines in the business, as well as to a great number of retail dealers. It is announced that "O. J. Kloer and B. B. Blood, who were formerly connected with said company, are no longer interested in same or in its employ in any way."

Black and White Melody Boys Entertain

The W. W. Kimball Co., Pathé distributor of this city, capitalized the appearance at a local theatre of Ray Miller's Black and White Melody

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

bulk of the credit for bringing about a settlement in the Tone Shop's affairs. The petitioner alleged that Pushee, in his store on West Madison street, had sold fixtures to his brother for \$100 which in reality were worth much more than this amount. He is also said to have secured goods on consignment with the understanding that he would turn over collections to the consignee, but failed in doing this. He is also said to have borrowed money from various

discount companies, turning over leases as collateral security.

New Automatic Stop

The Sterling Devices Co., 536 Lake Shore Drive, is preparing to place on the market a new non-set automatic stop, which it has perfected, and is said to be adaptable to all makes of talking machines. One of the unique features of this new Sterling stop is that it forms an integral part of the tone arm proper and is not a



Okeh Records



Unexcelled by comparison

We can supply the most popular hits and give prompt service. Write for details of our "Dealer Proposition"

Wade Talking Machine Co.
WHOLESALE DISTRIBUTORS.

12-20 N. MICHIGAN AVE., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

Boys whose delightful and catchy renditions on Pathé records are popular throughout the entire country. During their recent engagement at the Illinois Theatre, these musical monarchs of jazzland proved the big feature in the show of striking hits and, following the regular performance at the theatre, the Miller Melody Boys gave popular recitals at the W. W. Kimball Co.'s music store, where they entertained the patrons.

Payment of First Dividend

On January 20 a meeting of creditors of the World Phonograph Co. was held before Sidney Eastman, referee in bankruptcy, and at that time payment of the first dividend to creditors whose claims have been proved and allowed was considered. A report was also submitted asking for \$740 for final receivership fees and \$1,000 for receiver's attorneys.

Lyon & Healy Elect Officers

The annual meeting and election of officers of Lyon & Healy, manufacturers and dealers, was held on February 1 and resulted in the election of Marquette Healy, president; Columbus Healy, vice-president; C. R. Fuller, secretary and treasurer, and J. F. Bowers, chairman of the Board of Directors.

Mandel Co. Stockholders' Meeting

The following notice was sent out early in the month by John H. Hupp, secretary of the Mandel Mfg. Co., Chicago, Ill.: "Notice is hereby given that pursuant to the by-laws of Mandel Manufacturing Co., the regular annual meeting of the stockholders of this company will be held at its office, 1455 West Congress street, in the City of Chicago, County of Cook, State of Illinois, on Tuesday, February 15, 1921, at the hour of 2 o'clock p. m., for the purpose of electing directors for the ensuing year, and for the transaction of such other business as may properly come before the meeting."

GREY GULL RECORDS IN THE WEST

Cole & Dunas Music Co. Take on Western Sales for Grey Gull Records—George Bradford Associated With Concern

CHICAGO, ILL., February 5.—Cole & Dunas Music Co., jobbers of talking machines, supplies and accessories, have acquired the Western agency



Window Display of Grey Gull Records for distribution of Grey Gull records. A complete line of these records will be carried in stock at their warerooms and offices located at 54 West Lake street.

George Bradford, formerly with the Q R S Music Co., the Imperial Player Roll Co., and the Starr Piano Co., has associated himself with Cole & Dunas and will devote most of his time to pushing the sale of Grey Gull records. A number of dealers have already been established in Chicago, and a number of window displays have been prepared featuring the line. One of these is shown in the accompanying photograph. It is in a store located at 617 South State street and shows the window display cards furnished by the Grey Gull advertising department to dealers, also smaller posters listing the monthly releases and featuring the Grey Gull retail price of 85 cents.

TALKING MACHINE BUSINESS CAN BE HAD—GO GET IT!

The Industry Needs a Stimulating Dose of Salesmanship—Dealers Have Neglected Canvassing and Prospect Lists—Proof of This Demonstrated by a Canvass Made by The World

"Let the dead past bury its dead." The business slump is passing. It is not a time for mourning and discussing the past or the reasons or causes for the recent business slump—it is the time to be up and doing—to create business and to work along sales lines that will mark new achievements.

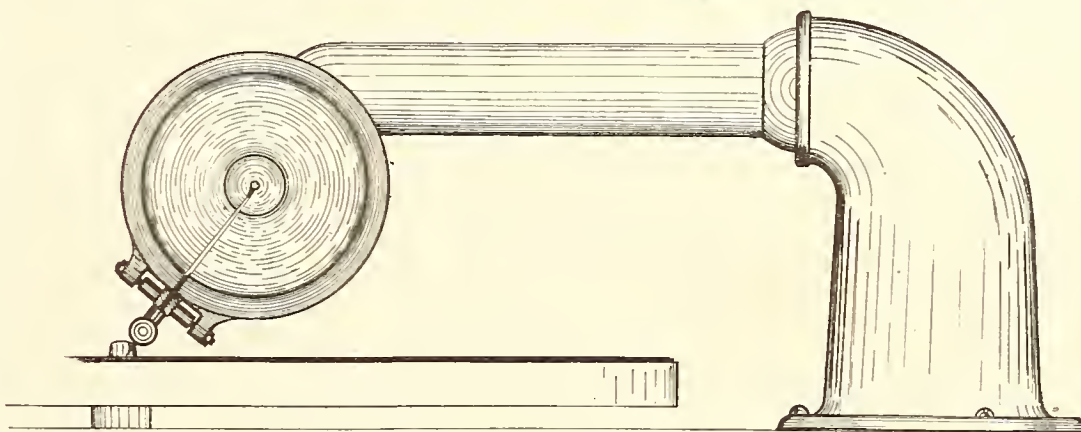
Manufacturers and dealers everywhere have, with a few exceptions, plenty of goods on hand, but instead of getting out and selling, which, by the way, seems to have become a lost art, many of them are sitting by the wayside bemoaning their fate, with the result that sooner or later we will hear of some of them going out of business. This is inevitable. What this industry needs at the present time is a good stimulating dose of salesmanship. No one need sit down and worry his head off thinking up new ideas

that will increase sales. Everyone has the necessary material under his thumb, and it is merely a question of application. What the manufacturer needs to do is to send his salesman out on the road with instructions not to cut prices or offer ridiculous propositions in an effort to get business, but to teach the retailer he calls on to make use of the material he has on hand. This material is his prospect list and should be fully utilized.

It is a well-known fact that for the past couple of years every dealer in this country has neglected his prospect lists and his canvassing. The reason he did it was because they were not then necessary, and the reason he is continuing to neglect them is because he imagines that at the present time the buying public is broke.

(Continued on page 142)

The New Blood Non-Infringing Tonearm and Reproducer



Nothing more need be said of this arm, only that it possesses the same high qualities that have always characterized BLOOD equipment.

*Standard length (8½") Proper weight
Universal playing and NO Springs*

Order the NEW BLOOD and be safe in every sense of the word.

We will be in production this month to furnish you the right kind of goods at the right price.

Exclusively manufactured by

Blood & Kloer

404 WEST ERIE STREET

CHICAGO, ILL.

GOING AFTER SUMMER BUSINESS

(Continued from page 37)

logical moment starts to play a good instrumental or a good tenor duet. Here in the wilds of Iowa music in canoes is not at all common and this little stunt brings them out of the camps just like the first 'horseless' carriages used to terrorize our peaceful neighborhood.

"Of course that excites curiosity, and those who have heard and have not seen naturally and innocently ask what it is and who it is. Some-

overlooked at the time we planned this campaign, viz., advertising and good will. Our demonstrator at the camps brought us elbow to elbow with a great many residents of the Tri-Cities who are now our record patrons, and who we believe we can safely say are advertising us to other people. A great many of those who bought Fours and Sixes for their camps also bought Sixteens and Seventeens for their homes in the Fall. They told us they would. That doesn't mean that we did like some dealers promise to do, viz., take the Fours or Sixes in at full value on the larger instrument. We did not promise in a single instance to take the Four or Six back. We sold these Fours and Sixes.

"Our salesmen were instructed to make no such promises in their sales talks. It was pointed out to all these buyers of portable Victrolas that, although they had a cabinet style Victrola in their home, the small one would still be useful for next year's outing party or for the nursery, veranda, auto trips, little

private dancing parties, etc. We made it appear that the buying of the small Victrola had nothing to do with the buying of the large one and the result is that no one expects us to take them in trade.

"We try to keep out of the 'trade' business as much as possible, but we will, of course, take a Victrola back in certain instances. Other makes of machines we will not accept in trade."

As a preliminary to the visit of the salesman with his canoe and his Victrola, Mr. Murray

carries a substantial advertising campaign in the local papers, using copy that is calculated to make a direct appeal. The accompanying reproduction gives some idea of the type of copy used, the same occupying space three columns wide and approximately a half page deep. The practical manner in which the music is brought to the campers is also shown in the illustration.

There is no reason why the average retailer, especially the man located in the sections favored by vacationists, cannot follow the example of Mr. Murray with equal success.

LAVINIA TURNER WITH PATHE

Popular "Blues" Singer to Make Records Exclusively for the Pathé Library

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced the acquisition of Lavinia Turner as an exclusively Pathé artist. Lavinia Turner is an inimitable singer of "blues" and will be accompanied by her own jazz band in the various Pathé recordings. Her fame grew from her performance in a number of the best cabarets of uptown New York, and she also gained considerable popularity through her performance in "Tickle Me."

The first Lavinia Turner record includes a pair of irresistible blues songs written especially for Miss Turner by J. Russel Robinson, composer of "Margie" and "Palestena." The selections are "How Many Times" and "Can't Get Lovin' Blues." They are released in both the Actuelle needle cut and the Pathé sapphire ball records. The tremendous popularity of this type of record, combined with the large following of Lavinia Turner, indicates that it will prove a big success.

A flashy eye-catching window streamer has been prepared and a campaign to push this number will be conducted broadcast throughout the country.

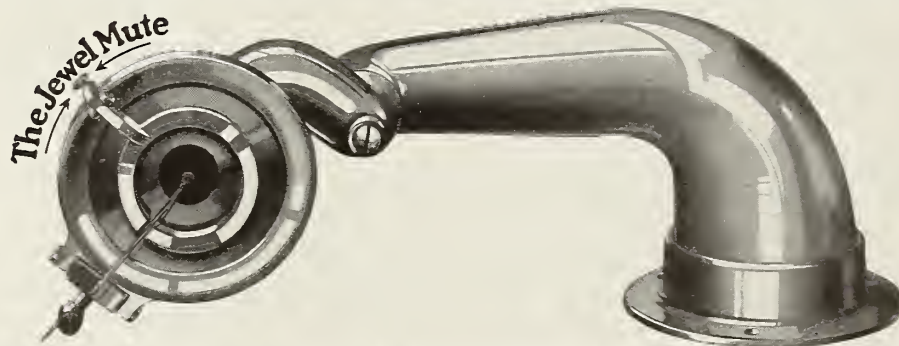
Half the failures in life come from pulling one's horse when he is leaping.



The Demonstrator Making His Rounds

body has found out and answers that it's Murray's representative and a Victrola and a canoe. Then if they want to know who Murray is, of course there is someone else who can answer that. That starts the propaganda, which is backed up by a circular letter, a newspaper campaign and a vigorous camp-to-camp canvass all over the Tri-Cities wherever there are camps.

"The object primarily was, of course, to sell Fours and Sixes, but another big asset grew from our work in this line which we carelessly



FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS
No. 2 Round Tone Arm and Reproducer



KKNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8 1/2-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or diaphragm.

NOM-Y-KA

THE JEWEL MUTE

CONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that is 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.

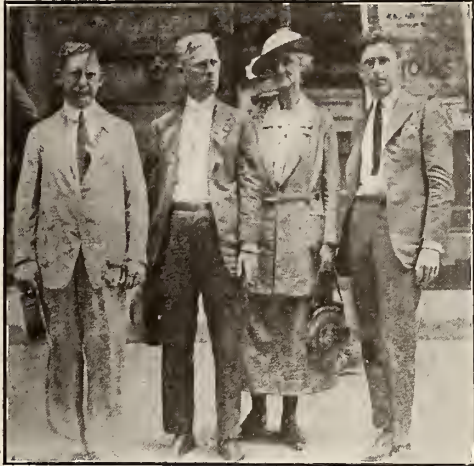
Perfect regulation without in any way changing character of tone.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago

Convention of Southern Victor Dealers

Most Successful Meeting of Southern Victor Dealers' Association Held in New Orleans on May 19th and 20th, With Retailers from Several States in Attendance—Program a Constructive One—Visitors Elaborately Entertained by Local Jobbers—Interesting Convention Chat

NEW ORLEANS, LA., May 31.—With business sessions abounding in constructive, forceful thoughts and ideas, New Orleans' hospitality liberally exemplified, an inspiring message brought from the Victor Co. by its representative, John G. Paine, and other notable features, the third



Local Reception Committee, left to right—J. V. Dugan, New Orleans, La.; Ned Wilson, New Orleans, La.; Mrs. M. F. Saunders, Memphis, Tenn. (not on Committee); Jack Hofheinz, New Orleans, La.

annual meeting of the Southern Victor Dealers' Association, held here May 19 and 20, proved the greatest gathering of its kind held so far.

The first day the dealers met in morning and afternoon sessions to hear welcoming addresses and topics that struck home. They carried on still more enthusiastically in the evening out at Spanish Fort, the South's favorite playground, as the guests of Philip Werlein, Ltd., where they were dined and feted at Tranchina's restaurant.

On into the second day they went with still



Prominent Visitors, left to right—L. D. Woodruff, Hattiesburg, Miss.; S. G. Wilson, Greenwood, Miss.; O. R. Dom, O. R. S. Music Roll Co., Chicago, Ill.; L. G. Willis, Beckwith-O'Neill Co., Minneapolis, Minn.

more business discussions of a vital nature in the morning—then the afternoon gathering to hear, as President Burton put it, "the whole wheat"—John G. Paine's masterly and inspiring address on Victor ideals—to the wind-up at night with the Association banquet in the Assembly of the St. Charles Hotel—all serving to make it a never-to-be-forgotten, memorable rendezvous of the "leading lights" of Victor representation in the Southland.

Weather conditions were ideal—the real warm season just having about started down here—so this was one of the splendid things to make the convention go over big; also the local dealers, as well as visiting jobbers, helped to put the occasion over successfully by co-operating.

The Subjects Discussed

Among the subjects discussed in the convention, from all of which much good was drawn, were: "Come Back to Normalcy," "Interest on Deferred Payments," "Trade-ins," "Including

Records on Contracts," "The Question of Terms," "Outside Selling," "The Victor Knows No Competition," "Selling IV's and VI's," "Opinion as to Newly Qualified Dealers." Most of the subjects were presented in the form of papers read by members and were then thoroughly discussed by the meeting in general.

Important Resolutions Adopted

The convention also went on record as adopting a number of important resolutions, among them:

"Be It Resolved, That we, the Southern Victor Dealers' Association in annual meeting assembled, strongly reaffirm our loyalty and allegiance to Victor product, which to-day, as in the past, stands pre-eminent in the talking machine industry of the world:

"That we convey to John G. Paine, and to the Victor Talking Machine Co., our deep appreciation of his valued time and presence in our meeting and his wonderfully inspiring address, and that we further convey to the Victor Co. our most hearty good wishes for a continuance of the phenomenal success and high recognition which have already been bestowed on Victor supremacy by an appreciative public."

The convention went on record as favoring a



Some Officers, left to right—R. G. Brice, Charlotte, N. C.; B. B. Burton, Birmingham, Ala.; R. G. McDavid, Birmingham, Ala.; F. E. Mahoney, Chattanooga, Tenn.; and Parham Werlein, New Orleans, La.

building up of the membership to make its importance more forcibly felt in the musical industry of the South. It was recommended that the membership at least be doubled by the next meeting, and that interest be charged on deferred payments.

The meeting favored the inauguration of a

record exchange bureau service, one that would be of substantial benefit to all; extended greetings to a new organization of the Southwestern Victor Dealers' Association, and cordially welcomed its representative, E. C. Goodell, of Beaumont, Tex., giving a pledge of hearty co-



Jobbers at the Convention, left to right, top row: J. D. Moore, Talking Mach. Co., Texas; R. D. McLemore, O. K. Houck Piano Co., Memphis, Tenn.; Parham Werlein, Philip Werlein, Ltd., N. O. Bottom row—Ben Hammond, Talking Machine Co., Birmingham, Ala.; Paul S. Felder, Philip Werlein, Ltd., New Orleans; W. H. Reynolds, Reynolds Music House, Mobile, Ala.

operation and assistance in every way possible.

A resolution was also passed thanking the jobbers and dealers of New Orleans for the wonderful entertainment provided for the visitors, and special thanks were tendered Philip Werlein, Ltd., for the hospitality offered by that house.

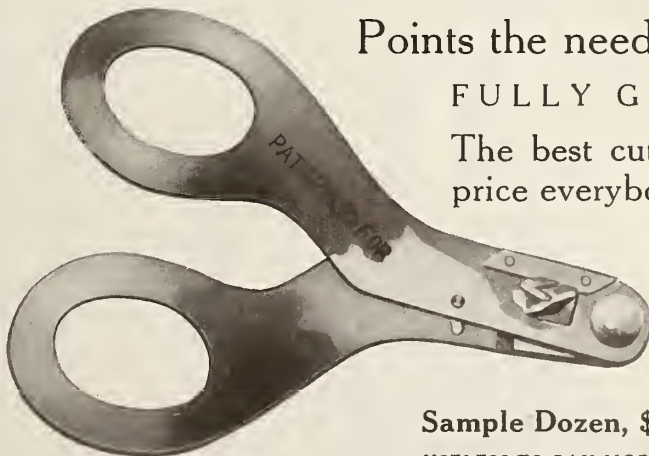
John G. Paine's Message

Mr. Paine, who was the official representative of the Victor Co., spoke on "Victor Ideals." Telling the story of Eldridge R. Johnson, guiding genius of the Victor Co., as essentially a dreamer whose visualization and extreme practicability have given the world's best music to the world's masses, Mr. Paine said that Mr. Johnson, his success already established, was not ready to concede it himself until every

(Continued on page 42)

Need-A-Clip FIBRE NEEDLE CUTTER

Hardened Tool Steel Knife



Points the needle perfectly.

FULLY GUARANTEED

The best cutter made and at a price everybody buys

Retail
75c

Sample Dozen, \$6.60. BY PARCEL POST. C. O. D. ONLY.

USELESS TO PAY MORE. NO OTHER AS GOOD
GENEROUS TRADE DISCOUNTS

We also make the PHONOSTOP, well known everywhere. Send us your orders

THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.

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

of the Columbia Graphophone Co., who spoke before the national convention of the Taylor Society here this week. He pointed out faults in both the salary and commission systems of payment to salesmen. Mr. Woodbridge suggested a point system, by which a salesman would be paid not only for his sales, but for all activities that tend to increase business for the firm and himself. Present methods create a tendency to oversell, which handicaps the retailer, according to Mr. Woodbridge.

Several Columbia dealers in the Cleveland district have started to rebuild their stores, under supervision of H. Allen Dalley, vice-president, the Van Veen Co. Mr. Dalley made the tour through Ohio with J. L. Du Breuil, general manager of the Cleveland district, and Karl Karg, member of the Cleveland organization.

The regular monthly meeting of the Columbia sales organization in the Cleveland territory was held this week. Reports of both city and out-of-town representatives showed that a marked increase in business for dealers is being attained through the use of the Columbus house-to-house rural truck sales and fancy gift-record envelope plans.

Association Starts Record Exchange

A unique feature for Victor dealers throughout Ohio and campaign for increasing the membership to 200 has been started by the Northern Ohio Talking Machine Dealers' Association in the establishment, June 1, of a record exchange. Miss J. A. Agate, at present with the Euclid Music Co., becomes assistant secretary and manager of the record exchange. Miss Agate's appointment follows the retirement as secretary of Ed B. Lyons, sales manager, the Eclipse Musical Co., who has advised President Grant Smith that increased demands from clients of the Eclipse require that he relinquish his post with the Association. It is the belief of the Association officials that the new record exchange will fill a long-felt want of dealers and serve to bring about the creation of one of the largest organizations in the country.

Going After the Sporting Trade

In business building practices the plan of E. A. Friedlander, manager of the Bailey Co. talking machine department, stands out. Mr. Friedlander is catering especially to the professional sport folk, baseball, boxing and other adepts. He does not let the opportunity pass to advertise this to the people who admire those baseball or fight artists, and increased business is coming thereby. The move started with the sale of a Victrola to a private individual who presented it to the Cleveland Baseball Club. Sale of a similar machine followed to Doc Johnson, first-baseman. Then Roger Peckenpaugh, short-stop, took an Edison, and so it has gone since then. Johnny Kilbane, prize fighter, is buying all his records at the Bailey Co. because "Eugene knows how to pick out the ones with plenty of Irish in them," he asserts.

Some Edison Activities

Increased record demand at the Phonograph Co. has resulted from the use of an unique system inaugurated by Harry Tucker, sales manager. Members of the staff have compiled lists of machine owners from the office ledgers. These persons have been called upon on the telephone and asked to hear a dozen records on trial. Records are sent to the homes, and almost invariably sales have followed immediately. The mood change charts of the Edison also are being used successfully here. A new department has been created and through this the schools, colleges and other institutions are being visited, as well as the homes. Results are being obtained largely through concentrating upon the

announcement of physicians that music is now recognized as having certain curative powers.

A Victor Club has been formed by the Sell Bros., Delaware, O. Every present customer of the firm who suggests a buyer of a machine will be rewarded with a certain number of records in proportion to the size of the sale. The plan is being advertised throughout the country, and although in effect only a few weeks has been productive of big results.

What is expected to be the largest billboard campaign ever conducted by a talking machine

house will be started soon by the Buescher Co., which has taken the full quota of boards assigned to one firm in Cleveland. This firm has been using billboards successfully in a small way, but results justify expansion in that direction, according to I. H. Buescher, general manager.

A. H. Lichtig, lately prominent in other business in Cleveland, has joined the Kennedy-Green Co. Mr. Lichtig will have charge of the inside business of the firm, and will receive callers from out of town.

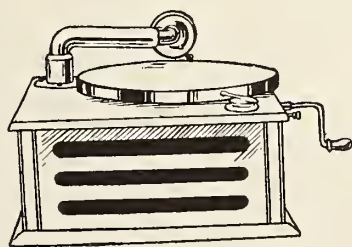
SALES CAMPAIGNS BRING RESULTS**Pathé Dealers Who Make Special Efforts Are Fittingly Rewarded**

Many exceptional results are reported by Pathé dealers in widely separated sections of the country from the extensive sales campaign which they are conducting. H. F. Maier, Bergenfield, N. J., through intensive efforts sold ten Pathés and secured eleven excellent prospects

within eight days in a territory that has not yielded much since the first of the year. Another exceptional campaign was conducted by the Lea-Lewis Co., of Danville, Va., who, on the first day of its campaign, sold six Pathés. In Alabama the Louis Pitz D. G. Co. succeeded in selling twenty-five Pathés in one week. Many other reports from other sections of the country are being received which clearly indicate that the dealer inspired with the "go get 'em spirit" is getting the business.

QUICK PROFITS

During HOT WEATHER



Model No. 2

Height, 9½ inches; depth, 14 inches;
width, 14 inches

Retails at \$20.00

Here are the summer specials, bringing quick cash sales and good profits.

Our new model Charmaphone No. 2 will sell on sight.

Made for Camps, Outings and Travel.

Loud, clear tone—a sturdy machine for outdoors.

And at a price



Height, 12¾ inches; depth, 20 inches; width, 18 inches

Retails at \$40.00

CHARMAPHONE NEW MODEL No. 3

Here, too, is a fast summer seller. Mahogany finish, quality cabinet—best equipment. A good profit maker in any season.

Send for new illustrated catalog of complete line

CHARMAPHONE COMPANY

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

Factory: Pulaski, N. Y.

Jeanne Gordon's clear contralto rises to great heights in *Samson and Delilah*—"Amour viens aider ma faiblesse" (Love, lend me thy Might). Lovers of opera will want this record in their collections. Columbia 49740.

**Columbia Graphophone Co.
NEW YORK**



NEW JEWEL ATTACHMENT A SUCCESS

Jewel Phonoparts Co. Introduces New Attachment for Edison Phonograph That Is Proving Very Popular—Embodies Several Distinctive Features—New Folder Illustrating Attachment Now Being Distributed to Trade

The new attachment recently introduced by the Jewel Phonoparts Co., of Chicago, for playing all records on the Edison phonograph has met with a tremendous success, and the company has received enthusiastic letters from Edison jobbers and dealers throughout the country. This attachment represents extensive experimenting and hard work on the part of A. B. Cornell, sales director of the company, and T. E. Davidson, superintendent.

Both of these well-known talking machine men devoted considerable time to the production of an attachment for Edison phonographs that would be controlled by the lever as is the Edison phonograph itself. They concentrated on this phase of the subject, for they had been told by prominent Edison executives that any successful attachment for the Edison phonograph must absolutely synchronize the difference in the automatic feed of the Edison and that of lateral cut and Pathé records, must look like part of the Edison phonograph and not like an attachment, that it must have no harsh nasal metallic tone but be perfectly natural, that its volume must be

very great, must be simple and automatic in construction, fool proof and the price must be very reasonable.

They profited greatly by valuable suggestions given to them by the Edison jobbers and dealers, and the new Jewel attachment for Edison phonographs is well entitled to the praise that it is receiving everywhere. The reproducer used with the attachment has been on the market for several years, many refinements and improvements having been made on it so that it has long passed the experimental stage and has been accepted by the trade as a standard of true tone reproduction, volume and simplicity. The Nom-Y-Ka diaphragm with which it is equipped is the invention of the Jewel Phonoparts Co. and has distinctive qualities which, according to the company, make this diaphragm practically unbreakable. The company also states that it has the property of absorbing needle scratch and bringing out all overtones.

The new attachment is thoroughly automatic as regards changing from lateral to hill-and-dale position and vice versa, without the necessity of loosening and tightening thumb screws, etc., and the reproducer turning up automatically to a convenient position for changing needles is a new departure. The air-tight ball and stock principle, used to give perfectly free up and down and side-wise movement, not only gives it a floating action, but synchronizes the difference between the automatic feed of the Edison phonograph which has 150 record grooves to the inch and that of lateral cut records which have 100 record grooves

to the inch with the Pathé having ninety to the inch. As a consequence of this synchronization the reproducer travels over the record in the proper relative position and equalizes the weight of the reproducer so that at all points it is the same.

A copy of a very handsome folder has just been received, fully illustrating and describing the device, and the Jewel Phonoparts Co. and Mr. Cornell, who compiled it, deserves to be congratulated on its completeness and practical value.

GRINNELL BROS. PLAN ALTERATIONS

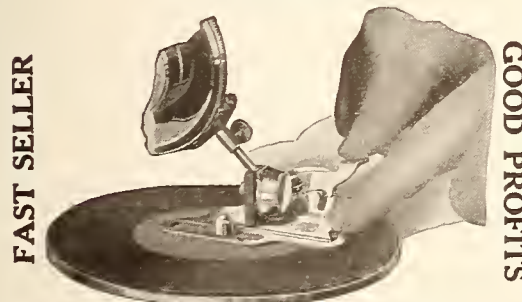
KALAMAZOO, MICH., October 6.—Plans are under way here for extensive alterations at the Grinnell Bros. store, at 107 East Main street, which, when finished, will make this one of the finest establishments in the State. The main floor of the store will house the talking machine and record departments. The plans include the construction of a service and sales counter in the front, backed by a record rack which will have a capacity of 5,000 records. A series of sound-proof demonstration booths will also be located on this floor. The offices and shipping room are in the rear. A balcony with comfort and retiring rooms will be one of the features of the place. Colonial type of architecture will prevail, the color scheme being white and old gold. The basement will contain the player-piano department and the second and third floors will also be devoted to a most imposing display of pianos.

A High-Class Cutter

Sharpens the Fibre Needle without removing it from the Tonearm.

THE LIDSEEN Fibre Needle Cutter

CONVENIENT



FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT

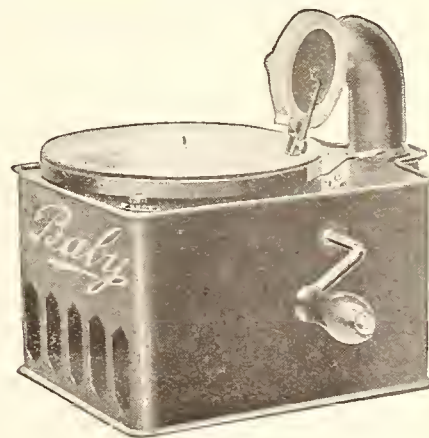
Jobbers—Line up on this live one and get ready for the season.

LIDSEEN

832-840 So. Central Ave., CHICAGO

The BABY Phonograph

will not only add sales to your fall and holiday business, but its display will act as a stimulus to attract buyers into your store.



Write or Wire for Dealers' Proposition.

SYMPHONY MUSIC COMPANY

1020 Wilson Avenue

Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

L. E. Noble, who formerly looked after the management of Wurlitzer's Chicago division, retail Victor department, is now also in charge of the company's wholesale Victor department, assuming the duties of Mr. Schloessinger. Mr. Noble left Chicago on August 5 for an auto trip to northern Wisconsin. He intends to hit the wildest parts of Wisconsin and spend his two weeks fishing.

A. J. Tucker, formerly connected with the traveling forces of the Columbia Co.'s Chicago branch, has now affiliated himself with the Wurlitzer Co., as wholesale Victor traveler, and will cover Illinois.

H. Elthorn has again taken up activities with the traveling force of the Wurlitzer Co. Mr. Elthorn was for a number of years wholesale Victor traveler for this concern, but severed his connections some time ago. His new duties with the Wurlitzer Co. are in the wholesale Victor traveling forces and he will cover the Indiana and Michigan territory for this concern.

Brunswick Picnic a Great Success

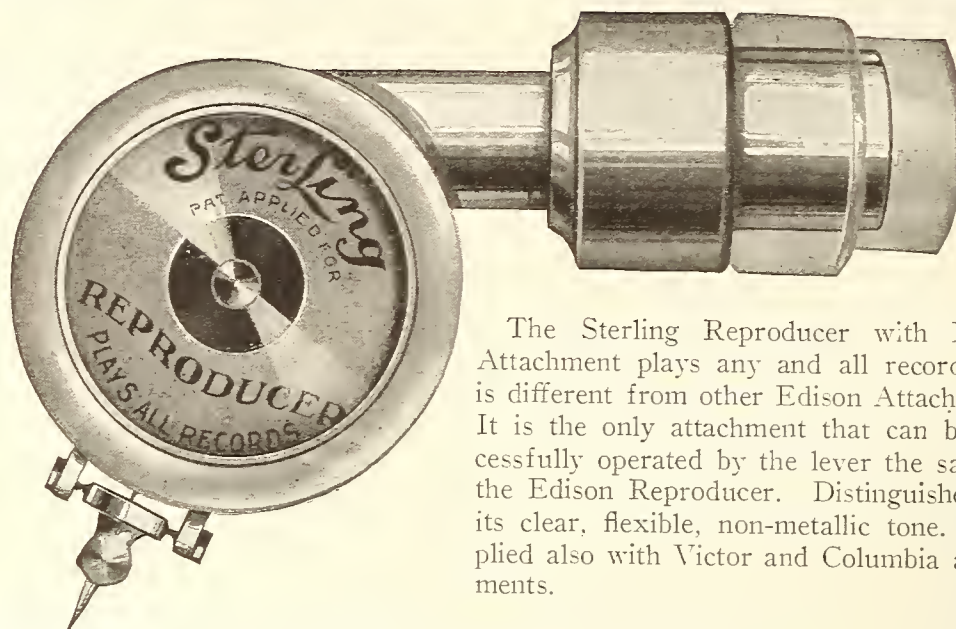
Rainbo Spring, St. Charles, Ill., was the scene of much gayety on July 16, when the Brunswick-Balke-Collender Co. held its annual picnic. There was nearly a 100 per cent attendance among officers and employees of this company and everyone proclaimed after the picnic that it was the best one ever held.

Unico Mid-West Activities

W. D. Montgomery, district manager of Unico's Chicago division, is being kept very busy calling on the Central West trade. He recently made a trip through the St. Louis-Omaha section and the day after his return he left for Minneapolis, St. Paul, Duluth and other North Central points. He reports that dealers in all sections are anticipating good Fall business and are making preparations accordingly. There are more dealers remodeling and equipping their stores with the latest fixtures than there have been for a couple of years.

While in East St. Louis Mr. Montgomery closed a deal with the Lehman Music House, of that city, for extensive remodeling. The Unico Co. has already begun working on this store and expects to have it finished for a grand opening on or about September 15. The equipment will consist of specially designed fixtures in ivory finish, and the lighting system will be of the indirect type. In all there will be fourteen of the Unico's most modern designed hearing rooms and demonstration booths. In a sense the store will be set up on the order of Ted Snyder's Music Shop

STERLING



The Sterling Reproducer with Edison Attachment plays any and all records. It is different from other Edison Attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer. Distinguished for its clear, flexible, non-metallic tone. Supplied also with Victor and Columbia attachments.

STERLING DEVICES CO.

Manufacturers of

No. 11 Sterling non-infringing tone arm, the Sterling No. 31 tone arm with non-set automatic stop, the Sterling No. 41 non-tapering tone arm and No. 82 Sterling Throw-Back tone arm. Also the Sterling Radio Head-set.

1819-21 CARROLL AVE.

CHICAGO

in Chicago, and when completed will be one of the most attractive retail music stores in East St. Louis. The company carries a complete Victor line of talking machines and records, as well as a line of high-grade upright grands, player-pianos, small goods and sheet music.

New Jewel Products

The Jewel Phonoparts Co., through Vice-president and Sales Manager A. B. Cornell, announces that on September 15 it will offer to the trade its new line of tone arms, reproducers and attachments. This new line is very comprehensive and designed so as to meet all requirements. All the new goods contain original patented improvements, the like of which has never before been offered to the trade. One of the reproducers is designed for the purpose of playing either hill-and-dale or lateral-cut records, as desired. The patented features of this new Jewel attachment are brought into action when playing hill-and-dale

records. Instead of the diaphragm being turned to face toward the front of the machine, it is so arranged that it will swing down and under so as to face flatly against the upper surface of the record. This enables Edison records to be played on other machines when the reproducer is in proper position. The stylus bar is also arranged with a double needle holder, one going directly from the end of the stylus bar, for playing lateral-cut records and the other one going out at an angle of forty-five degrees from the anterior surface of the stylus bar, so that the needle may be held in proper position when playing Edison records.

Another Jewel feature is a spring tension tone arm which properly distributes the weight over the surface of the record. This spring tension is longitudinally situated on the inferior external surface of the tone arm.

Still another new Jewel feature is the bell-base tone arm. This is so arranged that the roller bearing and collar joint are completely hidden from view by a bell-shape extension or continuance of the body of the tone arm. When mounted on the talking machine this tone arm is very attractive and the design not only lends beauty, but prevents the encroachment of dust particles upon the roller-bearing system.

The stylus bars of all these new Jewel products carry a special feature which is thoroughly patented and which Mr. Cornell claims has never before been offered to the trade before. This comprises a new construction which permits the playing of Edison records with a fiber needle. Manufacturers have already written for samples of these new Jewel products, but Mr. Cornell says that they will in no case be offered to the trade prior to the aforementioned date, September 15.

Selling in Spite of the Strike

During the street car strike the music men throughout the Loop called for and delivered their prospects via automobile, and in this way they kept their business on a fairly normal basis. Orders for the latest releases of records, music rolls and sheet music were taken over the phone, as was the case with the department stores.

The Victor jobbers of Chicago met a few days prior to the first of the month for the purpose of working out a plan whereby the August releases of Victor records would be on the market in good time. Proposal was made that the August releases go on sale two days before schedule and this proposal was carried out. Consequently, for the first time in history, monthly releases of Victor records were put on the market ahead of the

LAKE SIDE — EVERYTHING IN RADIO

A HIGH GRADE DETECTOR TUBE

TRY ONE AND YOU'LL
WANT MORE

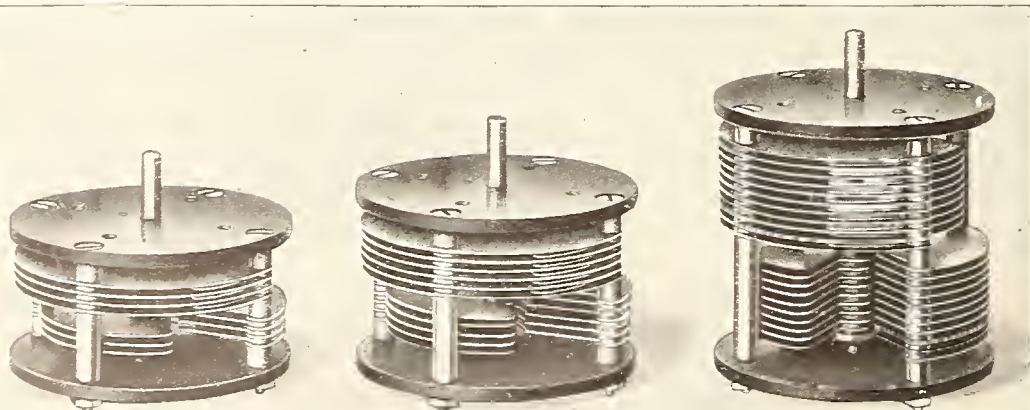
List \$5.00



NEW TYPE Balanced Condenser

TRY THESE FOR
CLOSE ADJUSTMENT

14 Plate.....List \$3.00
22 Plate.....List 4.00
42 Plate.....List 5.00



LAKE SIDE SUPPLY COMPANY, 339 So. Wabash Avenue, Chicago, Illinois
PHONE HARRISON 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

regular schedule, beating said schedule by at least two days. The August Victor library, however, was not offered to the trade in any other section of the country ahead of the regular date. This idea of advancing the schedule two days prior to the car strike enabled Victor dealers in all parts of the city to get the August records to the public in good time before the strike.

New Chicago Retail Openings

That a concerted effort is being made by music dealers of Chicago for new and bigger business this Fall is shown by the many new retail stores being opened and by the vast program of alterations and remodeling now being carried out by progressive houses.

Among the foremost of these is the J. M. Dvorak Music Co., which opened its new store at 3844 West Twenty-sixth street on August 1. The new shop is located in a modern two-story building which affords the company a great deal more space than heretofore and thus enables it to handle a larger line of talking machines and pianos. The original location of this company was at Crawford avenue and Twenty-sixth street, but it was decided that these quarters would be inadequate for the contemplated activities beginning August 1. Besides a full line of Victor goods, the Dvorak Music Co. is handling upright, grand and player-pianos.

Another new retail shop which was opened in Chicago on August 1 was that of F. H. Clark, formerly of the Reichardt Piano Co., at 2135 North California avenue. This gentleman has had a great deal of experience in retail sales.

Visits Chicago

T. G. Devine, Kansas City representative of the Columbia Graphophone Co., was a recent visitor to Chicago. He stopped here while en route to Kansas City from a vacation trip spent in the northern part of Canada.

Radio Show in October

Chicago is to have an official radio exposition from October 14 to 21, which has been endorsed by the Chicago Executive Radio Council. The Coliseum has been selected as the place, and the

time is one considered highly advantageous from the standpoint of those who manufacture and market radio instruments. To those interested in radio throughout the United States, among which, of course, are included large numbers of music merchants, a communication has been directed by the Chicago Executive Council, setting forth that it was the voice of the meeting of the Executive Radio Council that there should be but one annual radio show for manufacturers held in Chicago. "Before giving this endorsement," it says, "we took into consideration the caliber, ability and financial responsibility of the Chicago Radio Show management, the location and adaptability of the Coliseum, which is Chicago's big exposition building and the only suitable place for holding a show of the importance such as the magnitude of radio merits. The October dates we consider particularly opportune for stimulating the best interests of radio."

A radio show of this nature and magnitude will provide an excellent opportunity for those music merchants who are interested in radio and who want to settle upon a definite line of radio merchandise, to inspect the latest improvements in all their varied forms under one roof and at one time. A large sum of money will be expended before the doors are open, according to James F. Kerr, manager; forty per cent of the amount

being appropriated for advertising in newspapers and on billboards. The Coliseum, being an internationally known center of trade expositions, will not only provide excellent facilities for display of the many different radio companies planning to exhibit, but will also lend color to the proposition and give it an aspect of importance calculated to impress people of Chicago. The show is under the direction of men of unlimited experience and the ability to make an unqualified success of the event.

New Blood Equipment

The Blood Tone Arm Co. has just added a new tone arm and reproducer to its list, which embodies a new principle. Hitherto it has always been the custom to confine the weight of the reproducer to five and one half or six ounces, as the record will not stand a greater pressure. Although this reproducer weighs twelve ounces, the weight on the record is only five and three-quarters to six ounces, due to a novel arrangement of parts. Another thing, there is but one joint to contend with, which is so accurately made that it can't rattle. "We are using only the best two nine-sixteenths mica in this equipment, as we have found that there is nothing that can equal it for detail of tone. This equipment for lateral records is by far the best we have ever built," says Mr. Blood.

MANY TALKING MACHINES SHOWN AT PROGRESS PAGEANT


Chicago's Annual Civic Show, Held on the Big Municipal Pier, Attracts Great Crowds—Something of the Displays and Those Who Made Them—Radio Not Strongly in Evidence

CHICAGO, ILL., August 7.—Chicago's Pageant of Progress opened its doors to the public on the morning of July 29. The Pageant is an annual affair, under the auspices of the city fathers; and is, in fact, an annual world's fair. It is held on Chicago's big Municipal Pier, and commercial exhibits from all over the world are shown. Particular attention is always paid to the activities of the industries of the City of Chicago and the

State of Illinois. The show closes on August 14.

This year elaborate preparations were made for music. Last year music was neglected, but this year it is well out in the limelight. In fact, music bosses the show and is to be heard in every style, from grand opera to the latest popular songs, with exhibits of every conceivable kind of musical instruments well in evidence.

(Continued on page 110)



The BLOOD Arm

326 RIVER STREET CHICAGO

Because of manufacturers claiming to sell Blood Arms, we wish to inform the trade that we are the only manufacturers of Blood products.

Notice perfect alignment of Arm and Reproducer

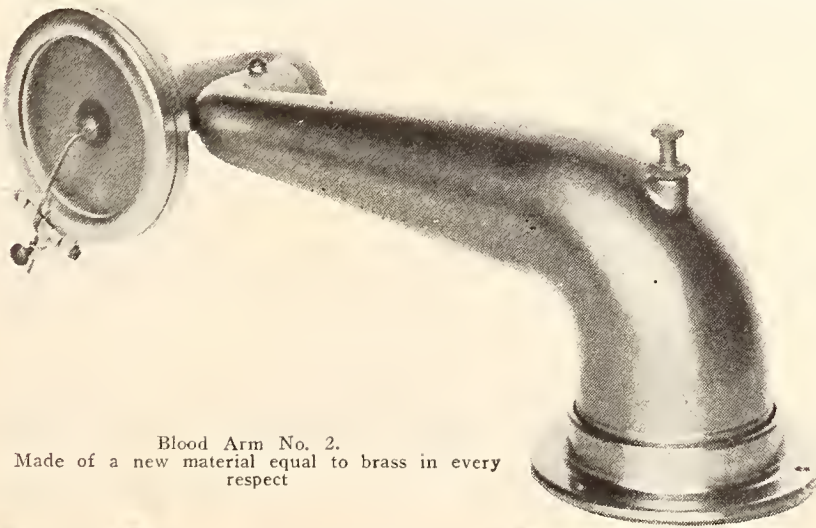
Observe throwback when in Edison position

This arm is the consummation of all that is sought after in such a device. Beauty, durability and efficiency are its merits. The high mark of distinction attained by "Blood" products is admirably upheld by this equipment. The price is very low, compared to its high quality.

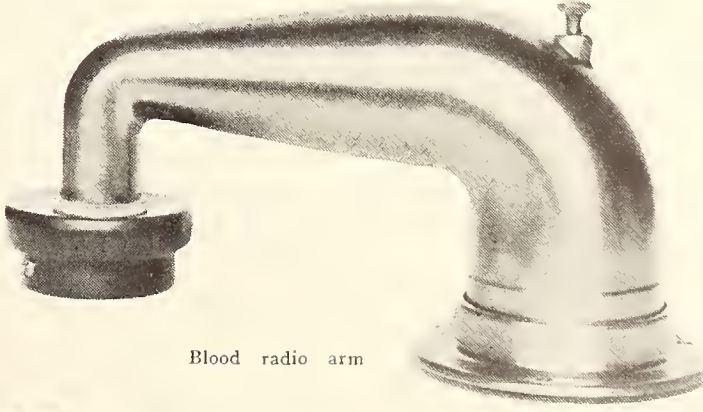
Blood Arm No. 2 is the best arm that was ever put on a phonograph. For clearness and scope its reproduction is unequalled. Will play equally well with the loudest or softest needle, losing none of its quality in either extreme. In this arm is developed a new principle which has proved of wonderful value in sound reproduction, in that it reproduces in greater detail and much more volume. IF YOU WANT THE BEST GET THIS ARM.

We are also ready to supply a radio arm, which is interchangeable, on the base of our regular arm, designed to meet the demand of the manufacturer who builds combination radio and record machines.

We want every manufacturer to prove our statements by actual test of samples, which will be sent by request on memorandum.



Blood Arm No. 2.
Made of a new material equal to brass in every respect



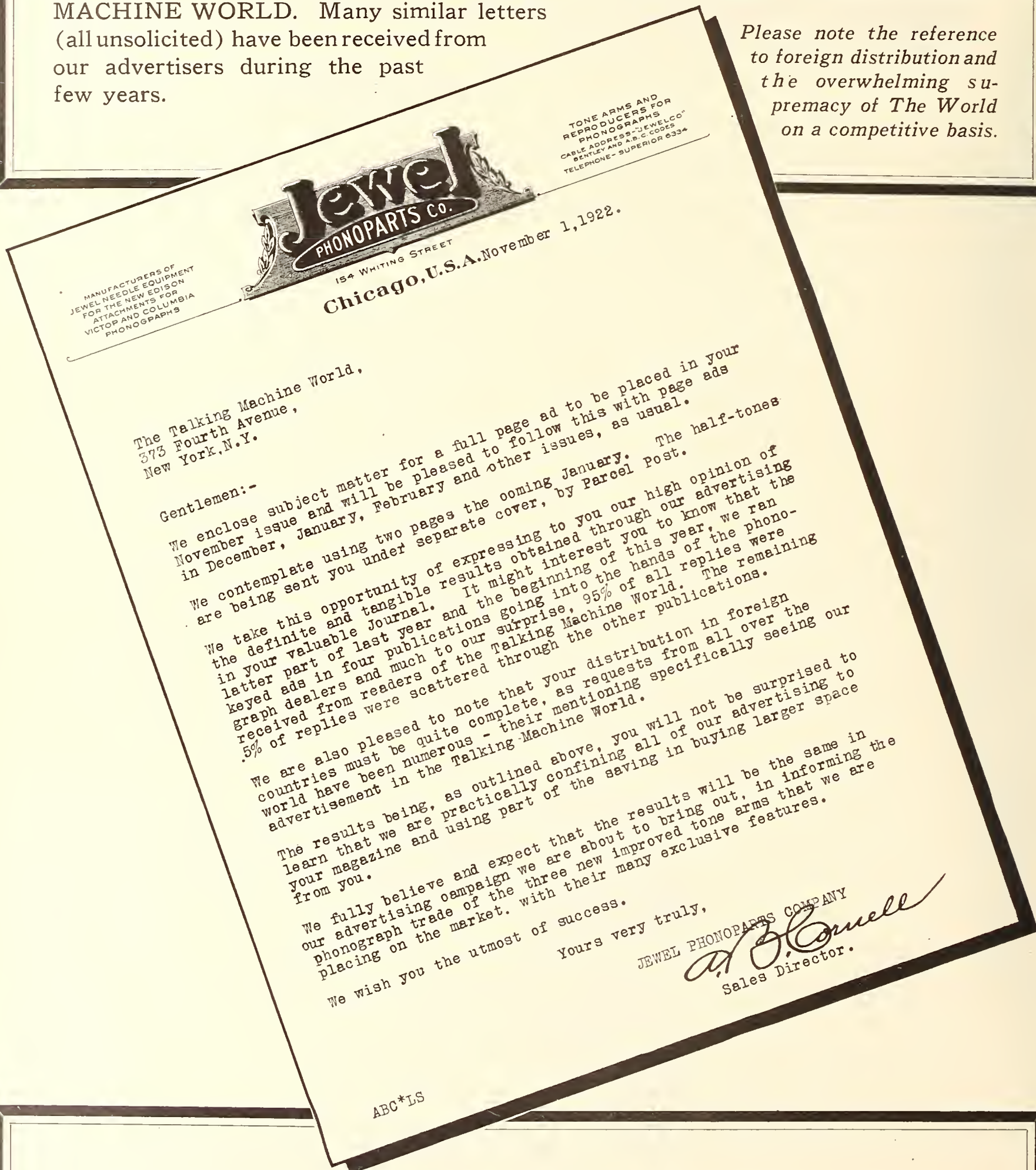
Blood radio arm



Produced 95% of All Replies

This highly significant and interesting letter from the Jewel Phonoparts Co. gives actual figures and facts as to the drawing power of advertising in THE TALKING MACHINE WORLD. Many similar letters (all unsolicited) have been received from our advertisers during the past few years.

Please note the reference to foreign distribution and the overwhelming supremacy of The World on a competitive basis.



We maintain copy and art departments that will be pleased to submit an advertising plan adapted to your individual proposition. Let us send you copy suggestions.

TALKING MACHINE WORLD, 373 Fourth Ave., New York

Published by Edward Lyman Bill, Inc.

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

DEALERS IN THE MID-WEST TERRITORY MAKE PREPARATIONS FOR A BIG FALL TRADE

Retailers Unanimous in Expressions of Prosperity in Every Branch of Trade—Heavy Ordering Indicates Determination of Dealers Not to Be Caught Short of Instruments This Fall

CHICAGO, ILL., September 8.—The retail trade as a whole is predicting one of the best Fall seasons that it has ever experienced and, in line with this prediction, goods are being ordered accordingly. On every hand we receive the information from retailers that the trade during the Summer has been exceptionally good, with the exception of a week or so, when there was

quite a lapse; nevertheless, retailers are fairly well satisfied with the business consummated for the past several months.

The portable trade was very good during the Summer, but it was somewhat slow in the sales of these instruments during the latter part of August. With September, however, there was a tendency toward revival of this business and,

judging from present indications, we may look forward to a continued activity for the balance of the year at least.

As far as records are concerned business was exceptionally good throughout the entire Summer months and it is at present going along very nicely, with no signs of a let-up. "Blue" numbers and "class" records are very popular throughout Chicago at present and, according to the wholesale men, these types of records are being very favorably received in all parts of the country.

Regarding talking machines, both uprights and consoles have been accounting for themselves in satisfactory sales during the Summer and, judging from reports received by retailers and wholesalers, the sales of the console instrument are somewhat in excess of the upright type.

Wholesalers Report Heavy Ordering

Throughout the wholesale trade we find that the dealers have been ordering very heavily and this ordering began towards the latter part of August. The wholesale men are of the opinion that the retailers are pushing stronger than ever and, judging from the amount of orders that dealers are sending in, the retail trade as a whole contemplates selling a tremendous amount of machines in the next few months. One thing noticeable in the wholesale trade this season is that a large number of the retailers are sending in, along with their orders, inquiries pertaining to further shipments. It seems that a number of these retailers are making preparations in advance of the holiday season, and doing everything that they can do to anticipate their future requirements. As we can easily remember, for the past several years the trade has been quite lax in anticipating its "future" requirements and, consequently, when the holiday activities came around they were at a loss as to what to do regarding immediate shipments.

Heretofore this laxity on the part of the retailers has caused the manufacturer to build instruments only a little in excess of actual orders. His reason for this was obvious in that he did not deem it wise to overload his warehouses and do all anticipating for the retailer. Therefore, when the retailer came along at the last minute and requested immediate shipment there was no possibility of carrying orders and, in order to do what he could, the manufacturer was forced to work nights, days and holidays to get out the instruments. This, of course, has a reaction on the retailer in that it cut down his margin, as the manufacturing costs were necessarily somewhat increased, owing to this overtime work. It is hoped by the manufacturers that more of the dealers will see the wisdom of anticipating their requirements early, as it undoubtedly will give the manufacturer a better opportunity to turn out goods in a manner that will allow a better margin of profit to the retailer.

Broadcaster Corp. Is Chartered

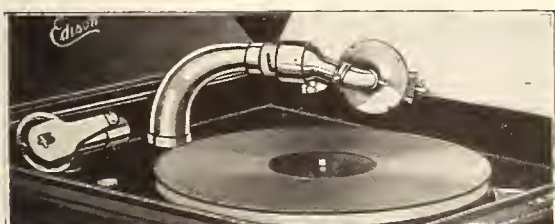
The Broadcaster Corp., successor to the Linophone Talking Machine Co., 316 Union Park court, has just been incorporated for \$125,000, on which there is claimed \$100,000 has been paid in, the balance to be paid up by January 1. The corporation papers were taken out under the State laws of Illinois and the officers named are Max Rovech, president; Saul Meltzer, vice-president; Arran Meltzer and Sol L. Zax, secretary and general manager. The purpose of the new broadcaster corporation is to manufacture and deal in talking machines and, in addition, it will install radio sets.

The officers of the company have announced

(Continued on page 102)



For The New Edison



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



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

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

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

Needle scratch almost entirely removed.

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

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

Needle CENTERS on all records.

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

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

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

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

NOT Just Another Equipment BUT

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

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

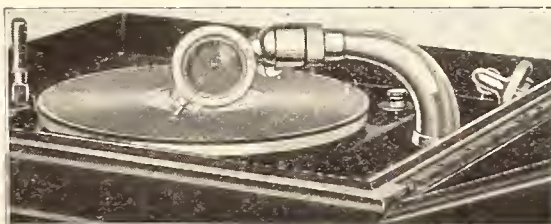
WRITE YOUR EDISON JOB-
BER. HE HAS IT.

Price the same. Liberal dis-
count to dealers.

GUARANTEED IN EVERY
WAY.

MONEY BACK IF NOT
SATISFIED.

We handle highest grade
Jewel Point Needles.



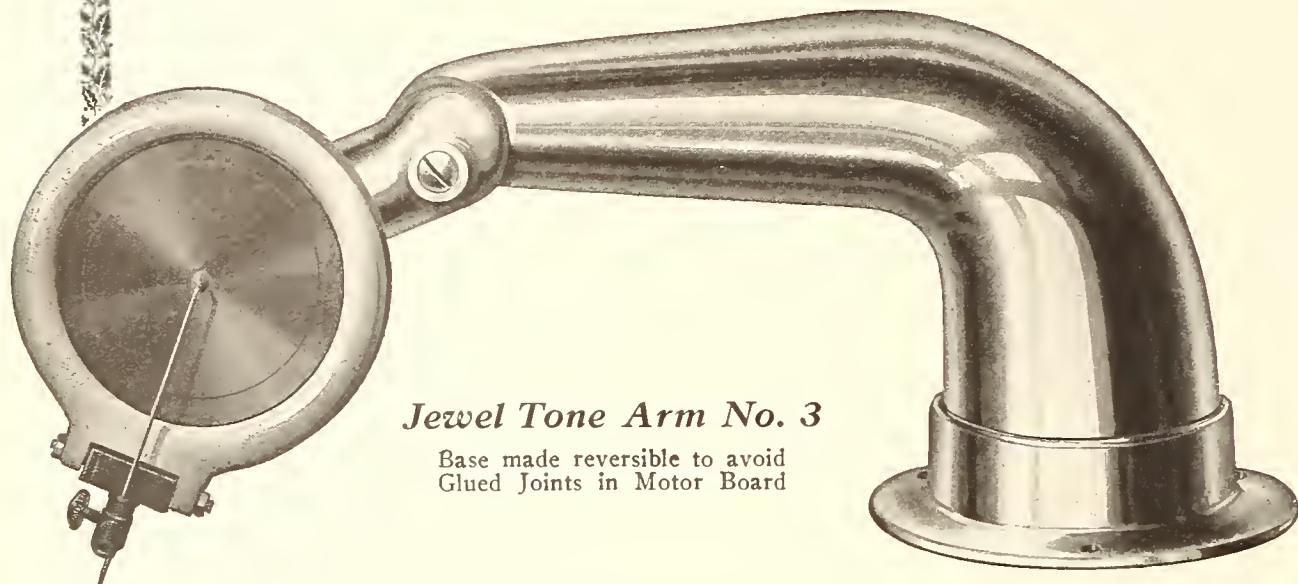
Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



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

JEWEL PHONOPARTS COMPANY, 160 W. Whiting St., Chicago

The Jewel-Tone Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board

Greetings

In closing the greatest year in our history we thank the trade for its patronage and confidence. It is our earnest hope that 1924 will bring to every member of our industry happiness, joy and prosperity

Original and Exclusive Features

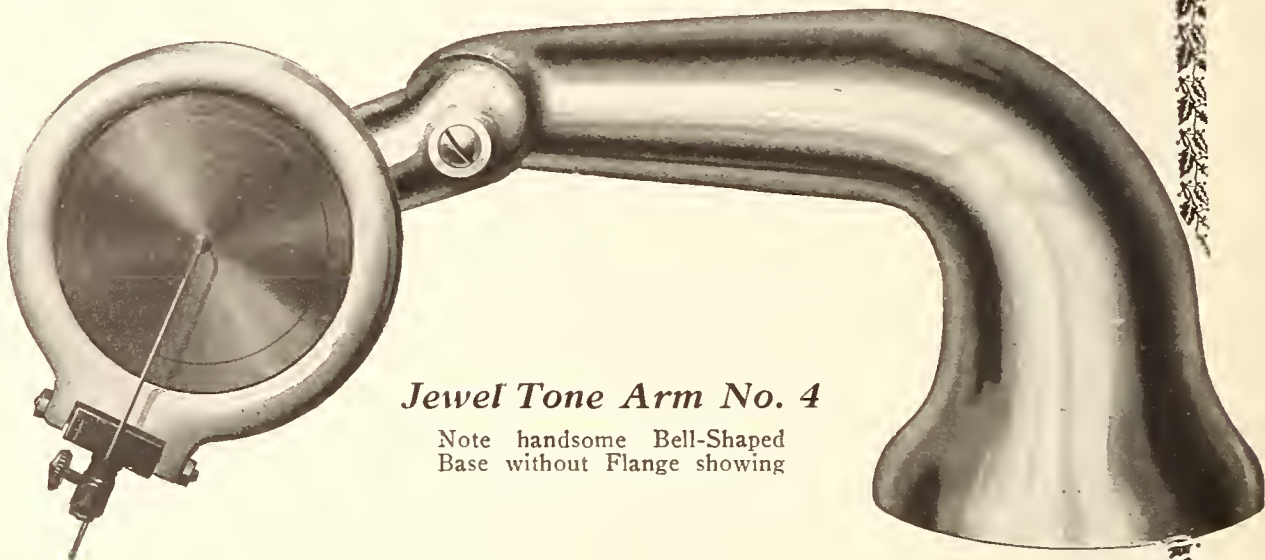
Play Edison and Pathe Records in actual Edison position and **with a fibre needle.**

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.

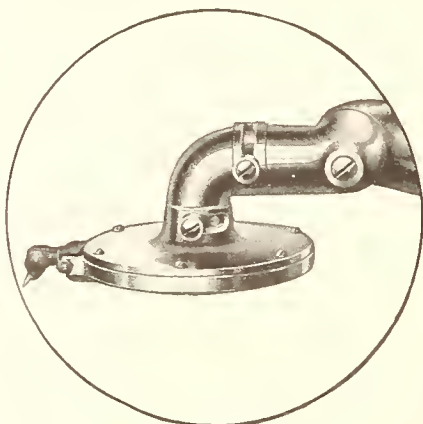
**Personal Vuletide
Greetings to the
Trade from**

The Jewel Phonoparts Co.'s
complete organization.

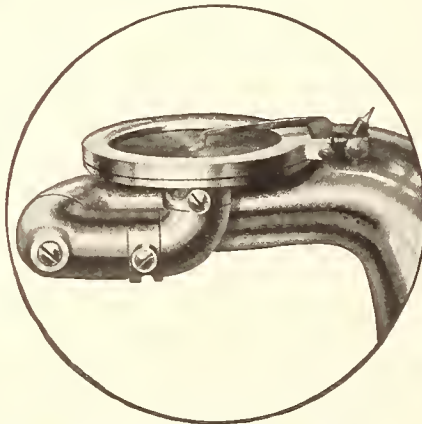


Jewel Tone Arm No. 4

Note handsome Bell-Shaped
Base without Flange showing



Reproducer in position to play
Edison Records with Saffo
point or fibre needle.



Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.



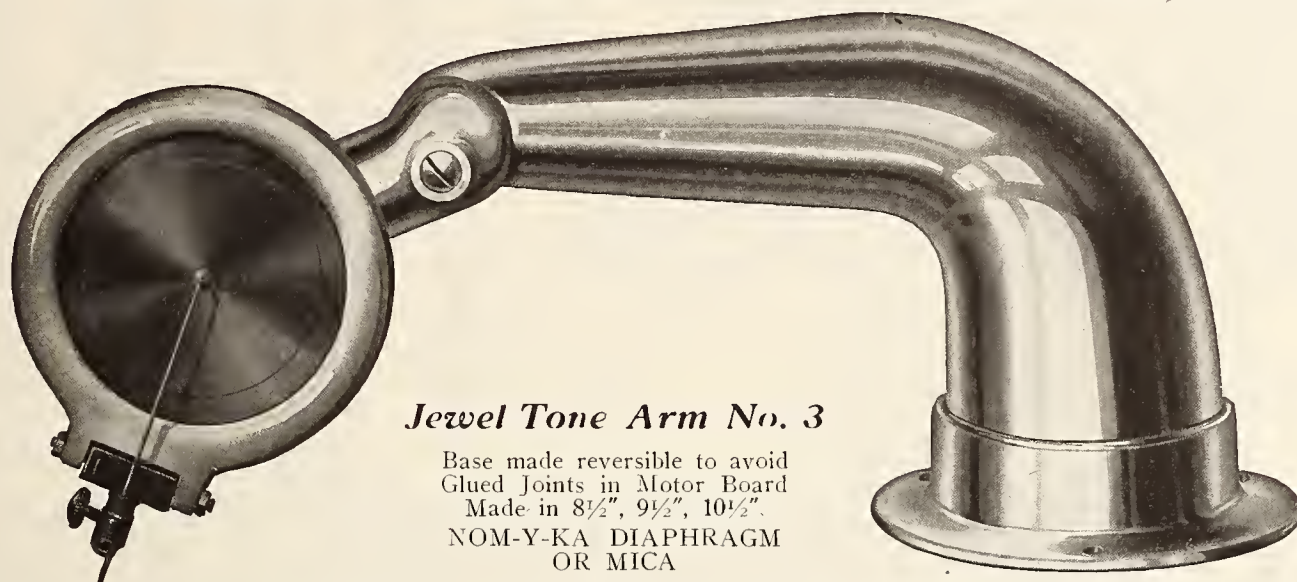
Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

The Jewel-Tone Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board
Made in 8½", 9½", 10½".
NOM-Y-KA DIAPHRAGM
OR MICA

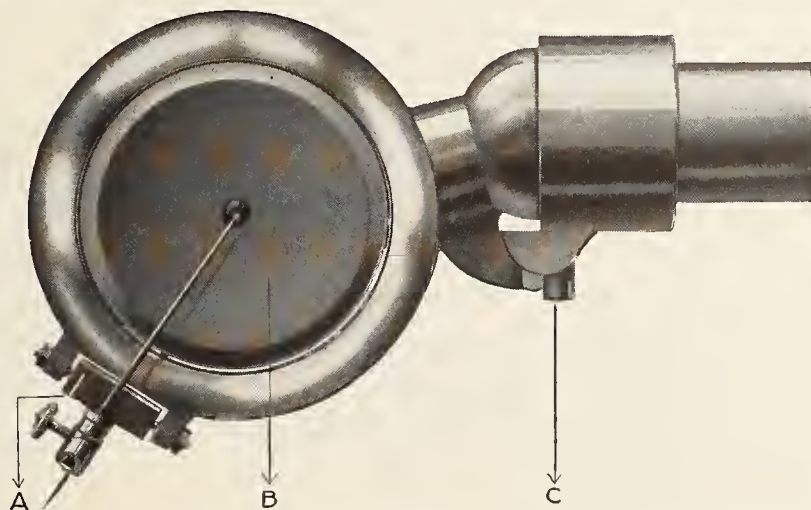
Jewel Reproducers and Tone Arms are a quality product designed to give the manufacturer a dependable and highest grade equipment that it is possible to make and the dealer a powerful and invaluable sales argument.

Is the throw-back type. Plays all records and the original equipment designed to play Edison and Pathe records with a fibre needle in actual Edison position with Reproducer facing the record.

JEWEL COMBINATION RADIO AND PHONOGRAPH TONE ARM

Send for a sample equipped with or without phonograph loud speaker unit. Tone arm and Reproducer have the same natural reproducing qualities and great volume that all Jewel products have. Its only difference being equipped to take a loud speaker unit. Your phonograph tone arm and chamber makes the logical and best loud speaker.

JEWEL NEEDLE EQUIPMENT FOR THE NEW EDISON



[A] Our patented slotted Stylus bar takes the place of all imitation spring adjustments, making it permanently and positively non-rattle and non-vibrating.

[B] Our patented indestructible Nom-Y-KA diaphragm has proven through years of use to have given the truest tone and greatest volume of any diaphragm yet produced—which, like an old violin, improves with age.

[C] Our patented positive automatic adjustment always holds reproducer in proper position, thus doing away with all unnecessary screws that can be tampered with and easily gotten out of order.

The Jewel Needle Equipment for the New Edison Phonograph has been used so many years as their standard by Edison Dealers, that it requires no description, except for those who have recently started to handle the Edison Phonograph.

To those we would state it reproduces lateral-cut records with that full, rich, round tone that only our patented NOM-Y-KA Diaphragm and other patented and exclusive features can give—its heavy center and very light and flexible edges render both heavy and light tones with their true musical values, bringing out all of the beautiful overtones.

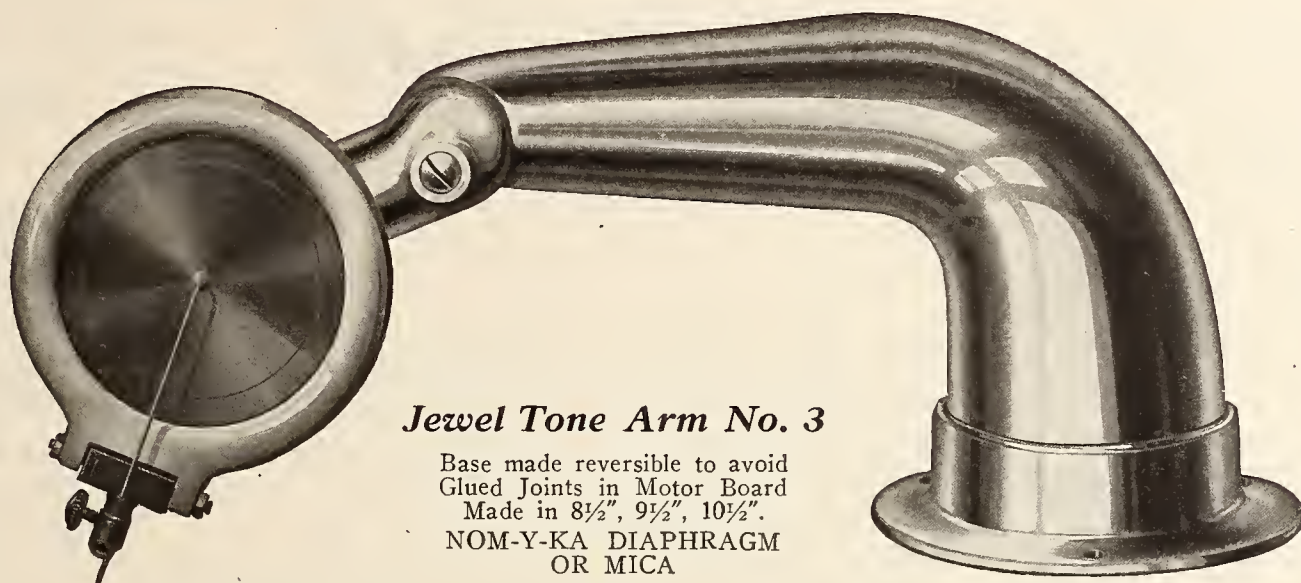
It plays all records, and we originated the idea of playing Edison records with a fibre needle with the reproducer facing the record in the only proper Edison position.

It is simple, inexpensive, automatic and fool-proof. Compare it with all others and you will see the difference, and use it as your standard and the best selling aid you can get.—Fully and unqualifiedly guaranteed in every way.—Don't take a chance on any attachment that has not passed the test of long usage and time.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.

The Jewel-Tone Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board
Made in 8½", 9½", 10½".
NOM-Y-KA DIAPHRAGM
OR MICA

ANNOUNCEMENT

Owing to recent improvements in the economical manufacture of our Tone Arms and Reproducers we have a much increased volume of production, while still keeping up the quality of workmanship, material, volume and tone to the very highest point of excellency.

We are pleased in being able to pass this saving on to manufacturers of phonographs.

It will pay you to get our greatly reduced prices and look into the matter of using the Jewel Tone Arms and Reproducers as your regular equipment.

Perfectly natural reproduction of what is on the record, plus great volume and the highest grade of material and workmanship in your tone arm equipment will greatly assist in the sales and repeated sales of your talking machines.

We will be pleased to send samples on memorandum for consideration to thoroughly responsible manufacturers, who are

well rated or can give satisfactory proofs of reliability.

All Jewel products are guaranteed indefinitely in the broadest sense.

All repairs (except on broken Mica diaphragms) are made without charge, except for transportation, regardless as to whether breakage or defects are due to defective material or workmanship or to careless handling or accidents.

We take this opportunity of thanking our customers for their patronage in the past, which we appreciate, and we solicit the business of a few more manufacturers who are striving to make the highest grade phonographs they can consistent with reasonable economy.

It is possible that we might be of great assistance in regard to the proper balancing of Tone Chamber and Tone Arm equipment in your instruments.

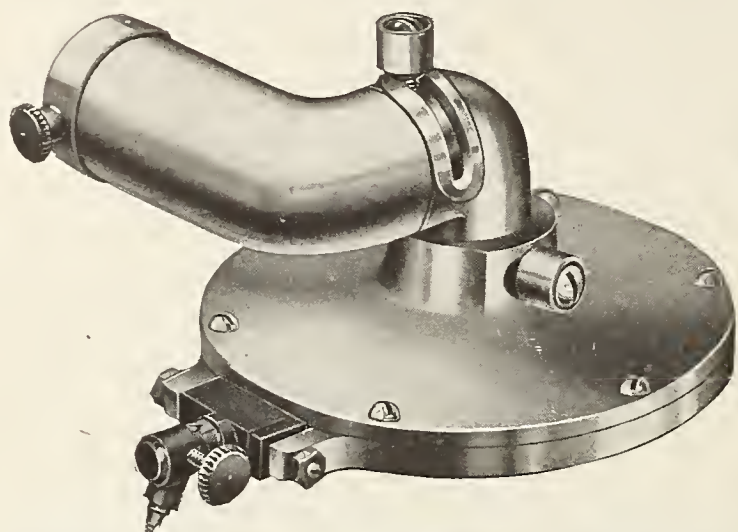
Write us today for prices and samples.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.

Why be Limited to Only One Make of Records?

*The Popular Edison Broadway Hits
Can also be enjoyed on the Victrola*



Showing Jewel Victor Attachment in position for playing Edison and Pathé Records

by using the
**Jewel Attachment
for the Victrola**

(EQUIPPED WITH THE NOM-Y-KA DIAPHRAGM)

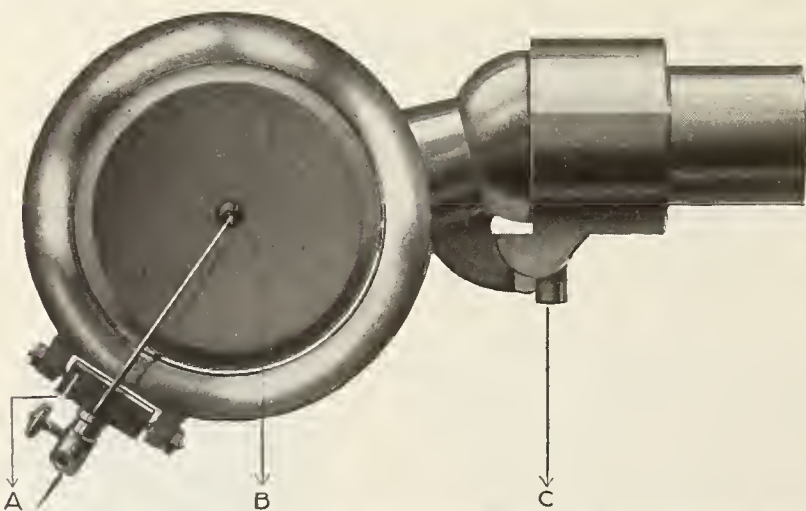
for playing

Edison Pathé

And All Other Records on the Victrola



For the New Edison Phonograph



[A] Our patented slotted stylus bar.

[B] Our patented indestructible Nom-Y-ka Diaphragm.

[C] Our patented positive automatic adjustment.

Perfectly Balanced
for playing

**All Records on the
Edison Diamond Disc
Phonograph**

When you sell a Jewel Attachment you not only make a profit on the sale but also create a new record customer

Write for prices and descriptive circulars.

JEWEL PHONOPARTS CO.

150-160 Whiting Street, CHICAGO, ILL.

THE JEWEL-TONE

Baby Grand Phonograph

A real musical instrument equipped with 9½ inch bell base Jewel Tone Arm, and the well known Jewel reproducer.



*Makes a
Splendid
Christmas
Present*

*Suitable
for
That Small
Apartment*

Only the best of material and workmanship used in its construction. With our special tone chamber the Jewel-Tone Phonograph produces a quality and volume of tone equal to most upright and console talking machines.

Sample sent on approval to responsible dealers.

Write for specifications and prices.

JEWEL PHONOPARTS CO.

150-160 Whiting St.

CHICAGO, ILL.



JEWEL-TONE BABY GRAND PHONOGRAPH

Equal in
tone and volume
to any
high-grade
talking machine

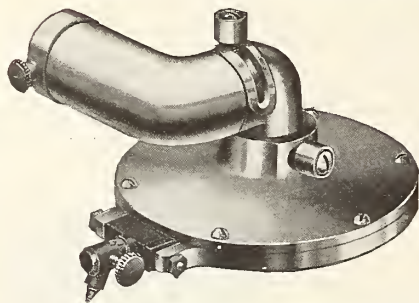


The
ideal phonograph
for that
small apartment
or anywhere

A real high-grade, musical instrument, equipped with the famous genuine Jewel-Tone Arm and Reproducer. Tone is equal in quality and volume to most of the expensive machines on the market, handsome, convenient, and thoroly good.

Samples sent on approval to responsible dealers.

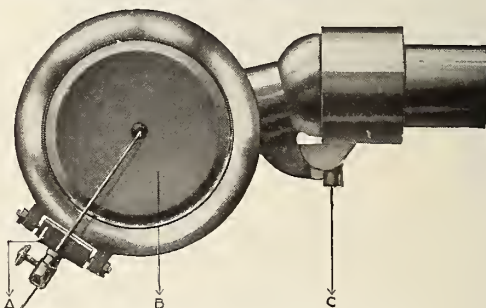
THE JEWEL-TONE Attachments for Victor and Edison



Victor Attachment
for playing Edison and Pathe Records

Illustration shows this attachment in position for playing Edison or Pathe Records. Takes but a moment to change. Plays Victor and all lateral cut records with true, full tone.

With
NOM-Y-KA
Diaphragm



Edison Attachment
for playing all lateral cut records

Perfectly balanced for playing all records on the Edison Diamond Disc phonograph. Pure and lovely in tone, full volume, and gives true value to your records.

*If your Jobber does not handle the Jewel
Products, write to us direct.*

JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago

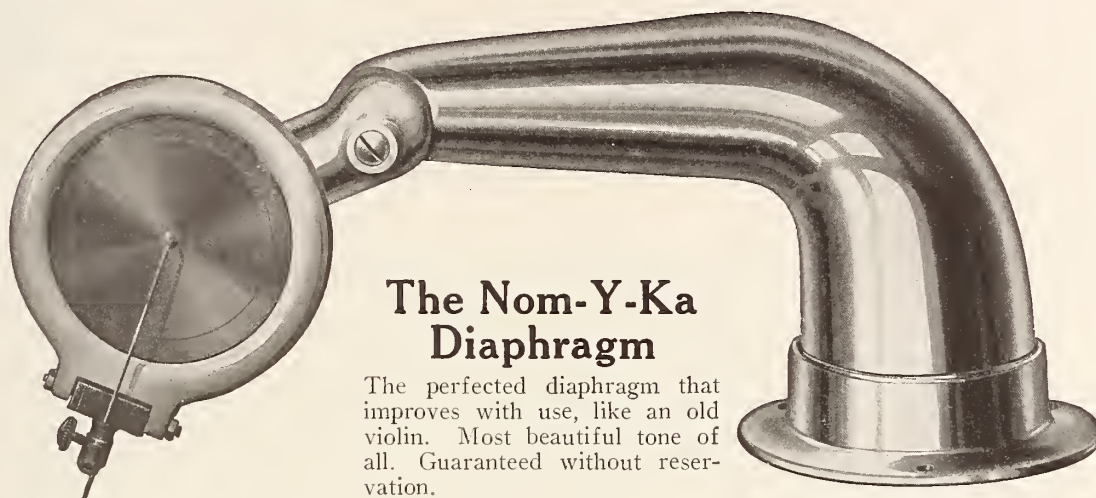
Mail this coupon for our new complete catalog.
Name _____
Address _____



THE JEWEL-TONE

Reproducers and Tone Arms

**Standard
No. 3
Plays All
Records
Perfectly**

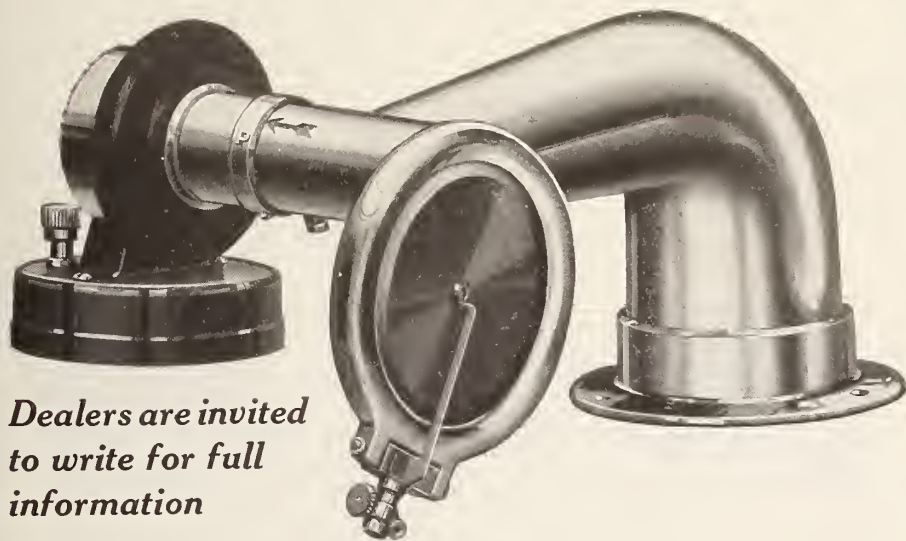


The Nom-Y-Ka Diaphragm

The perfected diaphragm that improves with use, like an old violin. Most beautiful tone of all. Guaranteed without reservation.

This is the famous No. 3 tone arm and reproducer equipped with the Jewel NOM-Y-KA diaphragm. A wonderful improvement on any talking machine. The perfected tone arm and NOM-Y-KA diaphragm gives full, true tonal value, and beauty to all records.

The Jewel-Tone Reproducer and tone arm plays Victor, Edison, Brunswick and all makes of records—plays them equally well. It is made for every type of talking machine, and can be substituted for the old arm in a few moments.



*Dealers are invited
to write for full
information*

Here is the latest Jewel-Tone product, the famous Jewel-Tone reproducer and tone arm in combination with the finest Radio Loud Speaker Unit. Either Phonograph or Radio can be tuned on or off in an instant. Unit off, does not interfere with the other.

RADIO

with the
Famous
Holtzer-Cabot
Loud Speaker
Unit

Holtzer-Cabot Loud Speaker Unit is a quality product in every way, handsome and supremely efficient. It gives exceptional volume with a purity of tone seldom equaled, and a fitting mate to the Jewel-Tone reproducer.

JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago

Mail this coupon for our new complete catalog.
Name _____
Address _____

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

the Ray O' Vac battery, manufactured by the French Battery & Carbon Co., of Madison, Wis.

Since the opening of his new office at 616 South Michigan boulevard on December 1, Mr. Rodway states that he has closed some fine accounts, both in Chicago and throughout the State, a great number of them being large music and phonograph stores.

Important Change in Selling Plan

An important change in the plan of selling phonographs and radio sets took place in the department store of Mandel Brothers on January 1, when the two departments were combined and housed in attractive quarters on the ninth floor. Mark C. Stinson, manager of the Aeolian Mandel branch for the past two years, has charge of the department. While the change was pending, H. B. Levy, general district manager of the Aeolian Co., had charge of the department and all details incident to closing out the line.

Brunswick phonographs, Radiolas and rec-

ords, Victrolas and Victor records, and Aeolian records comprise the phonograph products. Complete lines of sets produced by Zenith, Freed-Eisemann, Howard and others are carried. In addition, N. & K., Music Master, Black Beauty and Starr loud speakers fill out a well-rounded line of radio products.

Chicago Talking Machine Co. Optimistic

The Chicago Talking Machine Co., Victor jobber, is optimistic concerning the trend of business during the coming year. W. C. Griffiths, sales manager, in a chat with The World, stated that the month of December had shown a very encouraging increase in the number and amount of orders and that the executives of his organization were firm in their belief that this was but a forerunner of a steady gain month by month throughout 1925.

At the sales meeting held in the headquarters of the firm on January 2 and 3, seven district representatives were present. Matters of sales policy and interesting talks by the various offi-



"One handle handles it"
Outing
Master of Movable Music

**4 Years
Have Proved
Outing
Portables
Are the
Best**

Targ & Dinner Music Co.
229 W. Randolph St. Chicago, Ill.
Outing Distributor

cials of the organization formed the principal features of the conference.

"Talkers" Aid Pupils

The public schools of Chicago recently adopted the plan of teaching penmanship to grade school pupils with the aid of phonographs. Best results in this work are obtained with a rhythmical count, hence the talking machine is of great value because its rhythm is accurate and definite. The steady flow of the music stimulates the movement, quickens the actions of the slow children and holds in check the reckless ones. With this plan, local public school officials have found that play and purpose are combined with highly satisfactory results.

Introducing Holtzer-Cabot Loud Speaker

The Jewel Phonoparts Co. is introducing to the trade this month the Holtzer-Cabot loud speaker for use in conjunction with the Jewel-Tone reproducer. The speaker is a handsome article with black rubber body, trimmed in nickel, and the Jewel officials deem it a fitting mate for their other products. It is attached to the tone arm of the Jewel reproducer, and by simply turning a valve to the letter designating phonograph or radio sound the desired result is obtained. The Holtzer-Cabot loud speaker will be described and illustrated in the Jewel catalog which will be placed in the hands of the trade shortly after the middle of January. A. H. Davis, sales manager, states that the Jewel organization has experienced a steady increase in business since the first of November and is confident that the year 1925 will bring a steady betterment of business conditions, particularly in the manufacture and marketing of phonographs and accessories.

Since it was formally introduced to the trade through national advertising in November, the sales of the Jewel-Tone baby grand portable phonograph have been on the increase. The first advertisement caused a steady stream of inquiries and orders, not only from points throughout the United States, but from Europe and South America as well.

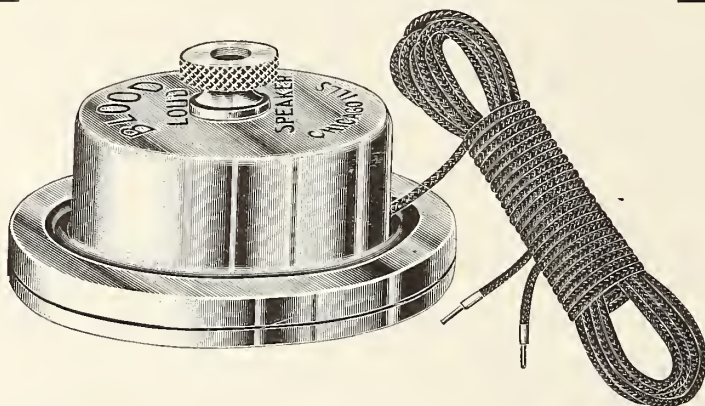
"Tales of Travel, Life and Love"

In his remarkable autobiography "Tales of Travel, Life and Love," just issued by George P. Bent for distribution among his friends, he intimates that he may re-enter the manufacturing field and make pianos, players and phonographs in California. The volume includes the history of his life and his family and contains interesting stories about the music trade, with which he has been so long connected. Mr. Bent has never been out of contact with the business and at present owns, with his son, Charles M. Bent, the Music Shop, a retail store at 214 South Wabash avenue. He lives at 2205 South Gramercy place, Los Angeles, Cal.

F. S. Spofford Injured

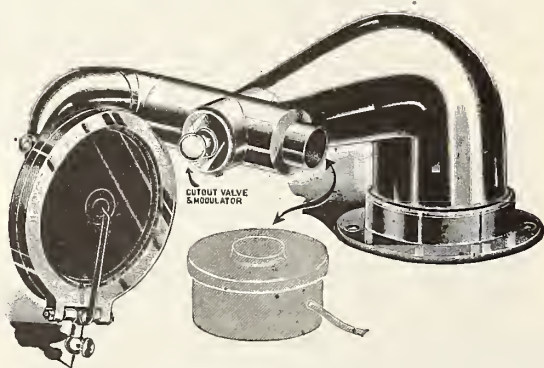
F. S. Spofford, well-known Sonora dealer with offices in the Republic building, was struck by an automobile Friday night, December 26, while crossing the street a short distance from his home. He was quite seriously injured, suffering a fracture of the skull, and was taken

Another Musical Instrument THE Blood Loud Speaker UNIT



*Maintaining the same high standard
as hitherto attained by the*

Blood Radio Tone Arm



Manufacturers of Phonographs and Radio Equipment will find *immediate market* with their Dealers through this remarkable Blood product, whether used in combination with the Blood Radio Tone Arm on a Phonograph or the Blood Speaker Unit installed in a Radio Cabinet.

BLOOD TONE ARM CO.

222 W. Madison St.

CHICAGO, ILL.



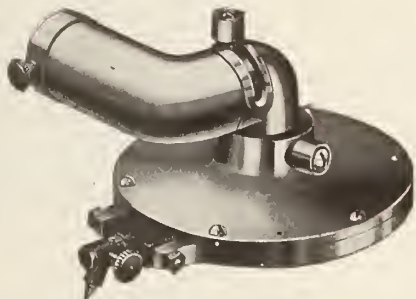
The Jewel Tone Baby Grand Phonograph

Reproduces Edison, Victor, Brunswick and all other records in the most natural way exactly as recorded by the artist.

Special Features

Size 17½ in. deep, 13½ in. wide, 8½ in. high. Case of handsome waterproof leatherette. Equipped with spring top Needle Cup, which holds needles securely. Has Album which holds six Edison Records or twelve lateral cut Records; specially built to fit conveniently inside the cover.

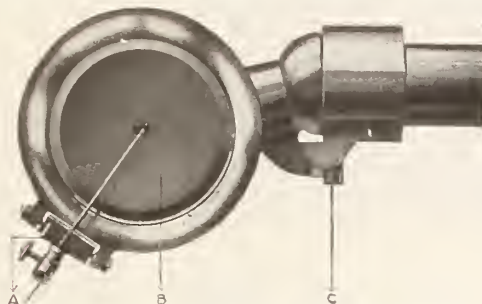
Jewel Tone Attachment for the Victor



Showing Jewel Victor Attachment in position for playing Edison and Pathé Records

Quickly and easily attached to the gooseneck in place of the regular Victor soundbox.

Jewel Tone Needle Equip- ment for the New Edison



Showing Jewel Needle Equipment in position for playing Victor and all lateral cut Records on the New Edison Phonograph

A perfectly balanced reproducer which can be inserted in a few moments in place of the regular Edison reproducer.

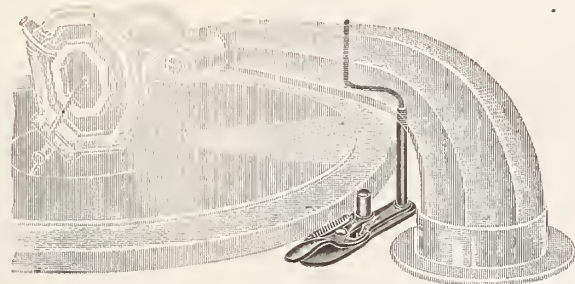
The Jewel Tone Mute



A Jewel invention built in the reproducer, that controls the volume of sound at its source and functions in such a way that the length of the vibrations are minutely regulated and the tone re-

duced without interference with clear articulation. Operated by means of a thumb screw instantly adjustable and practically fool proof.

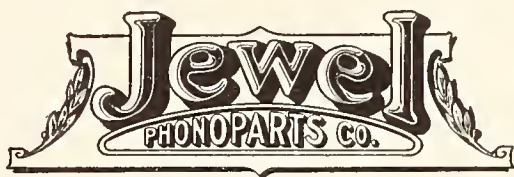
The Jewel Tone Auto- matic Stop



Strong and substantial in construction. Easily installed. No parts to attach that damage or deface the tone arm. The simplest, most efficient, most positive stop ever devised.

THE JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago, Ill.



The REXOPHONE Brass Tone Arm

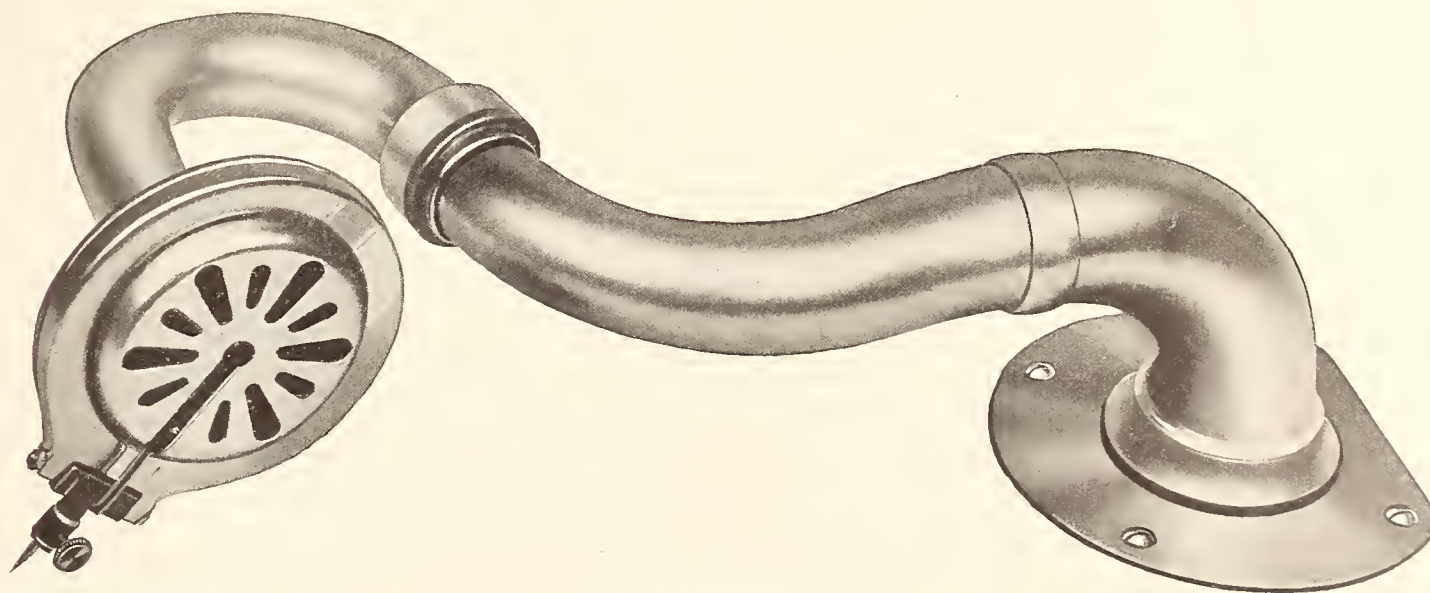
Equipped with the REXOPHONE Reproducer



*A Jewel
Quality Product*

Standard Length 10". Furnished in nickel or gold finish. Samples ready for delivery about August 1st. Price \$15.00. Send in your order now. Quantity prices on application.

The Rexophone Tone Arm is the development of many months of hard work, with the single ideal—Perfection regardless of any other consideration. In this remarkable tone arm we have incorporated every improvement and refinement that will help to increase the tonal quality and volume. There isn't an ounce of theory in the whole tone arm. No Surmise. Nothing Experimental. It is built on knowledge. Made of the finest instrument brass by skilled artisans. It is the last word in respect to high grade appearance, as well as perfect volume and tone quality.



Patent No. 1419913
Other Patents Pending.

SIDE VIEW

JEWEL PHONOPARTS CO.

150-160 Whiting Street

Chicago, Ill.



SAFFO JEWEL POINTS

NONE GENUINE WITHOUT
THIS TRADE MARK



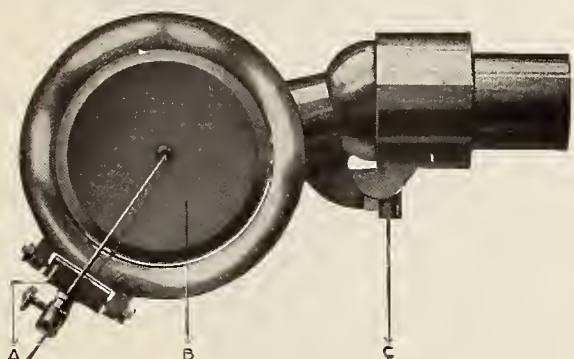
*Specially manufactured for reproducing EDISON
RECORDS on all TALKING MACHINES*

To play Edison records perfectly and safely you must have a perfect ground and polished point. The Jewel Saffo Point is identical with the Edison Diamond Point in size of point and arc. It is a carefully made laboratory product, and each point is microscopically inspected to make sure that it has a perfect cone point before it is allowed to leave the work shop. Our 090 bone shank Saffo Point is made especially to fit the Jewel Equipments for all phonographs, including the Orthophonic. Our 060 metal shank Saffo Point will fit any reproducer with the standard sized needle hole in the stylus bar. Retail Price: 090 Point, \$1.00; 060 Point, 75c.

Jewel Attachment for Playing Edison Records on the Orthophonic Victrola

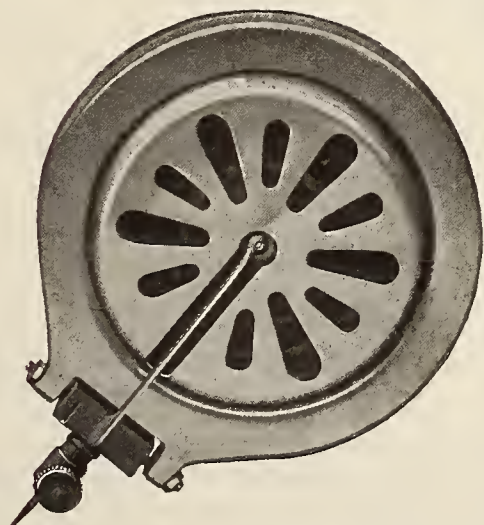


Through its Jewel Special Saffo Point, patented diaphragm and stylus bar, it recreates from Edison records the rich chords of the piano, the moving strains of the violin, the pure tones of the singer, just as though the musicians were before you in person. Nickel-plated, \$7.50; gold-plated, \$10.00.



Jewel Needle Equipment for the New Edison

Perfectly balanced for playing the electrically recorded records on the Edison Diamond Disc Phonograph. This reproducer eliminates most of the harsh metallic nasal tone so prominent in reproducers having a Mica diaphragm.



Jewel Concert Reproducer

This reproducer has a specially treated aluminum diaphragm, and the grille which protects the diaphragm and stylus bar is made of German silver. Very sensitive to vibrations and reproduces both delicate and heavy tone waves in their exact relative volume. Eliminates most of the surface scratch. Made with backs to fit all Jewel tone arms and attachments; the goose-neck of the old style Victrola and the Columbia and Sonora tone arms.

*We manufacture brass and die cast
tone arms, automatic stops, etc.*

JEWEL PHONOPARTS CO.

154 Whiting Street

CHICAGO, ILL.

Fourth Annual Convention of Atwater Kent Distributors in Atlantic City

(Continued from page 80)

B. W. Smith Corp., Cincinnati, O.; F. C. Ferber, W. E. O'Connor, Southern Wholesalers, Inc., Washington, D. C.; Carl Hartman, Charles Hohman, Starter & Ignition Service Co., Rochester, N. Y.; C. W. Clare, A. G. Stiefvater, E. G. Stiefvater, Stiefvater Electric Co., Utica, N. Y.; R. Duquesne, E. Murphy, J. Murphy, M. Steinert & Sons, Boston, Mass.; Gordon Prentice, G. L. Sammis, Sunset Electric Co., Portland, Ore.; D. B. King, A. K. Sutton, A. K. Sutton, Inc., Charlotte, N. C.

Sam Crawford, Toledo Ignition Co., Toledo, Ohio; G. W. Benware, C. G. Taylor, True & Blanchard Co., Newport, Vt.; C. L. Van Zandt, Van Zandt, Leftwich Auto Co., Huntington, W. Va.; W. H. Ramsey, Vermont Hardware Co., Burlington, Vt.; H. H. Hays, Western Battery & Mag. Co., El Paso, Texas; L. B. McCreary, Oscar Mehorney, Western Radio Co., Kansas City, Mo.; E. A. Wildermuth, Ray Hoefler, E. A. Wildermuth, Inc., Brooklyn, N. Y.; W. W. Huffman, Williams Hardware Co., Clarksburg, W. Va.

Guests at Convention

Among the guests were A. H. Kelleher, of Kelleher & Co., and E. G. Ten Eyck, Ten Eyck & Tatham, both of New York City, connected with the export of Atwater Kent merchandise; Charles A. Jayne, advertising consultant; Henry Canda, Nat Hufnagle, Roy Durstine, Ben Duffie, James Adams and T. Cronyn, of Barton, Durstine & Osborn, Inc., New York City; Prof. Willis A. Sutton, superintendent, Atlanta Public schools, Atlanta, Ga.; Clayton Irwin, promotion manager of Radio Shows, New York City; Sheldon Fairbanks, Boston Chamber of Commerce, Boston, Mass.; A. A. Grinnell, director Cleveland Talking Machine Co., Detroit, Mich.; J. A. Kennedy, Edwin A. Hill, George Harper,

Malcolm-Hill, Ltd., Kitchener, Ont., Can.; J. B. Sechrist, C. S. Coleman, Miss M. Finkbinder, Red Lion Cabinet Co., Red Lion, Pa.; Thomas R. Shipp, Oliver P. Newman, Harry B. Hunt and M. J. Murphy, Thos. Shipp, Inc., Washington, D. C.; R. W. Larence, M. Lee White, G. Ray Hock and A. R. Freligh, Bankers' Commercial Security Co., New York City; E. F. Pooley, R. W. Pooley, B. R. Stauffer, J. S. Dagny, R. E. Hunting, A. A. Fair, H. P. Humphries, A. M. Doty, G. D. Phillips and T. T. Warren, the Pooley Co., Philadelphia, Pa.; Dale Brown, Cleveland Better Business Bureau, Cleveland, O.; Mr. and Mrs. D. S. Brigham, New Haven, Conn.; Mr. and Mrs. H. L. Bissett, Watertown, N. Y.; Mr. and Mrs. M. O. Crowell, Halifax, N. S.; Mr. and Mrs. J. W. Williams, Clarksburg, W. Va.;

The following large staff of the Atwater Kent

Mfg. Co. were also present: President A. Atwater Kent, V. W. Collamore, D. M. Bauer, R. E. Smiley, L. A. Pratt, Holger S. Stockholm, James C. Pancoast, A. R. Casslein, W. J. Avery, P. A. Ware, H. R. Carlisle, E. H. Kester, L. A. Charbonnier, Charles Craig, Frank Miller, H. A. Arany, W. E. Richards, W. L. Calt, John E. Delp, William Geiser, Edward F. Meany, C. S. Hebden, J. A. Prestele, John McGuigan, George H. Jaud, Frank J. Foley, Eli Dyson, J. W. Laufer, Jos. Graham, Donald McKay, G. P. Blake, Leroy Hauser, J. H. McKee, John F. McCoy, E. L. Hollingsworth, Fred C. Hall, George E. Hollowell, R. B. Gamble, E. H. Hatton, Warren Milne, R. W. Pigeon, H. Blumer, J. G. Keech, L. M. Willis, J. N. Coady, A. M. Dilkes, A. G. Coogan, Bert Henry, Franklin Atlee, Martin Vogt, Ray Speicher, J. G. Hultz, Miss A. K. French, Miss Caroline Kurz, L. Depkins, G. A. Moffitt, James M. Kelley, J. A. O'Brien, W. Hayes Clarke, F. C. Auten, W. F. Bell, L. F. Hock, C. Weisser, J. H. Rector, Frank Aiken, G. I. MacLaren, Frank Mayhew, R. F. Perrott, Robert DaCosta, James L. Schwank and W. E. Batchellor.

Harry G. Russell Appointed Bosch Divisional Manager

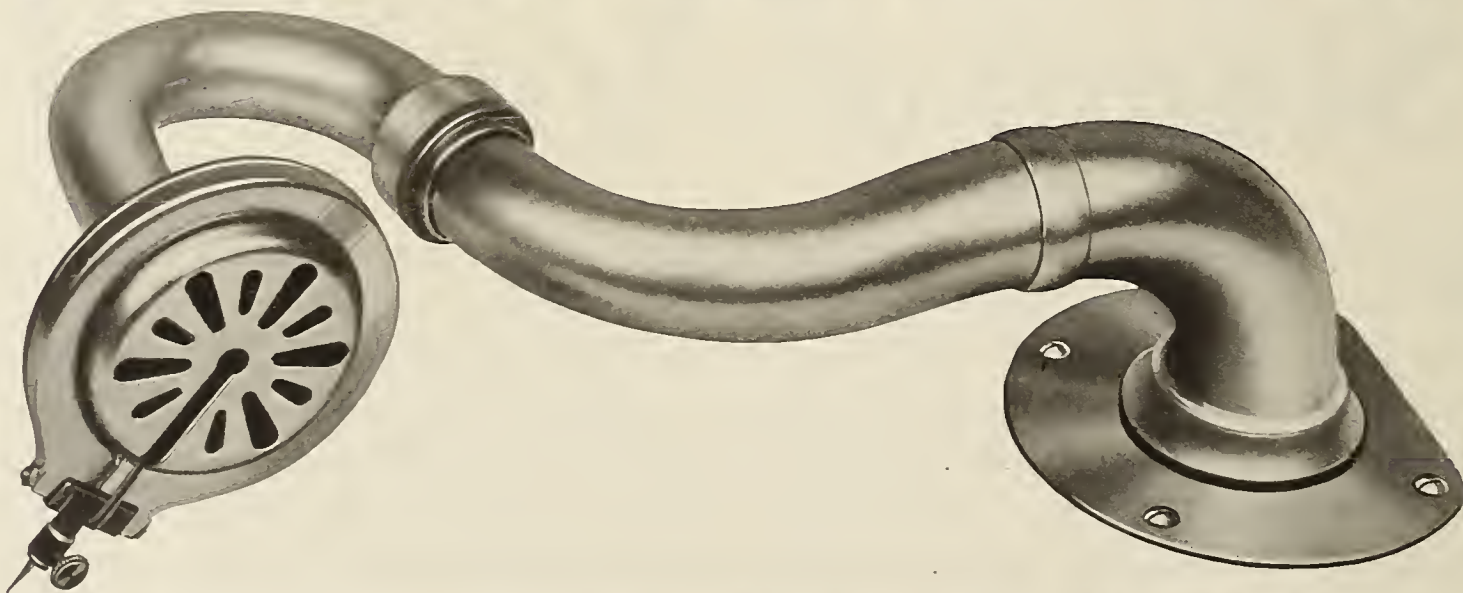
Harry G. Russell, widely known executive in the music industry, has been appointed radio divisional manager in the Eastern territory for the American Bosch Magneto Corp., with headquarters in New York. Mr. Russell was associated for many years with the Victor Talking Machine Co. and Victor distributors, and latterly has been merchandising executive of the phonograph and radio sections of various department stores in the East and Middle West.

Mr. Russell's activities with the American Bosch Magneto Corp. will involve the supervision of Bosch distributive operations from Maine to Florida and westward to the Ohio River.

Warford Electric, Inc., Appoints Distributors

Distributors and jobbers throughout the country are now being appointed by Warford Electric, Inc., New York, to handle the Warford radio power unit and the Warford phonograph reproducer. The power unit when connected between a receiving set and a loud speaker is said to increase the volume as well as improve the tone. It also serves as an adequate supply of B current. The reproducer is an electrical pick-up and is used in phonographs in connection with a radio set and a loud speaker. It is said to replace the ordinary mechanical reproducer and is adaptable for use on the leading makes of talking machines and phonographs.

THE TONE ARM WITH THE INSTRUMENTAL TAPER



THE JEWEL BRASS TONE ARM differs from the other brass tone arms on the market because it is made with a continuous taper from the reproducer to the base, and is the same that manufacturers have used for some two hundred years in making brass band instruments. The most perfect taper for amplifying sound waves. This, with the unsurpassed workmanship and graceful design, makes it the ideal tone arm for the phonograph. Made in 8½, 9½ and 10 inch lengths.

We also manufacture attachments for the Edison, Victor and other old style phonographs

JEWEL PHONOPARTS CO.

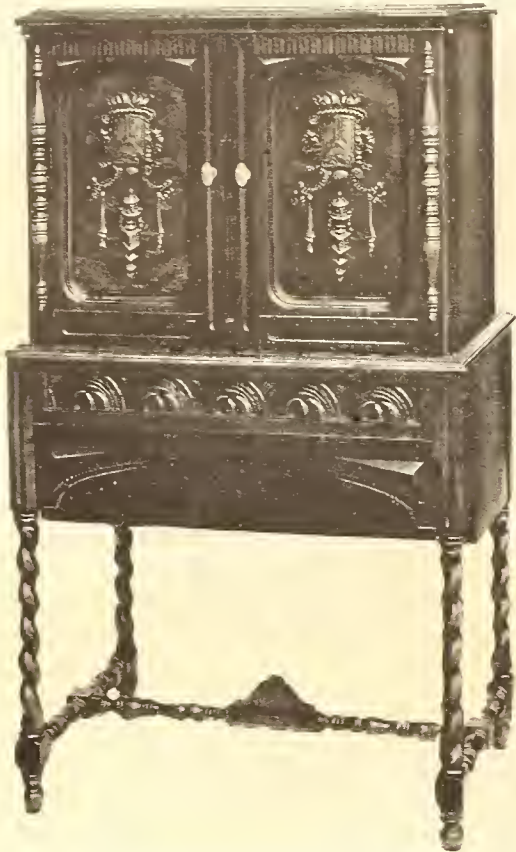
510 NO. DEARBORN ST.

CHICAGO

Adler Mfg. Co. Announces New Tudor Radio Cabinet

New Adler-Royal Product Made in Walnut and Possesses Several Outstanding Features—Spacious Compartment for Batteries

LOUISVILLE, KY., October 5.—N. P. Bloom, general sales manager of the Adler Manufacturing Co., recently announced a new radio cabinet



Adler-Royal Tudor Cabinet of authentic Tudor period design. This new Adler-Royal product is made of walnut and has a rich and pleasing design. Among the outstanding features of the cab-

inet is a spacious compartment large enough to house any combination of battery or power units with access to the units from the front, similar to the construction of a piano. In addition, the drawer construction for the radio panel chassis is easily accessible without removing the cabinet from the wall, and the cabinet may be used with or without a horn speaker. The dimensions of the cabinet are: height 50¾ inches, width 29½ inches and depth 20¼ inches.

The production of this Tudor cabinet is the result of a request by a number of New York distributors and Mr. Bloom announces that owing to the capacity production at the Adler plant it has been found impossible to make up a sufficient quantity of the new Tudor design to supply the trade in general, and for the present the company must confine its efforts on this design to the group of distributors originally requesting it.

New Post for Theo. Hohtanz

Theo. Hohtanz, who has taken over the Des Moines Music Co., Des Moines, Ia., occupying the position of vice-president and general manager, is well and favorably known in the trade, his previous connection having been with the Peyer Music Co., St. Paul, Minn.

Bill's Music Store Opened

A new retail music store, Bill's Music Store, was recently opened at 38 East Eighth avenue, Gary, Ind., by W. M. Lauterbach. The Brunswick Panatrope line is carried.

Adds A-K Line

The Ed Patton Music Co., Omaha, Neb., recently added the Atwater Kent line of receivers and speakers to its radio department.

Columbia Portable Phono- graph in Chilean Forests

Columbia Phonograph Co.'s South American Representative Sends Interesting Photograph Showing Instrument in Use

The ever-increasing popularity of the Columbia portable phonograph is not limited to this country but has extended to all lands and all climes. The accompanying photograph shows the Columbia portable doing yeoman work in



Columbia Portable in Chile
the forests in Southern Chile near Peulla. A party of South American farmers on a picnic brought along the instrument to supply the entertainment.

In the background can be seen several Araucanian Indians, servants of the farmers. This photograph was recently sent to the headquarters of the Columbia Phonograph Co. by A. G. Linsig, Columbia traveling representative, who is on a tour of the South American field at the present time.

Drive on Fada Radio

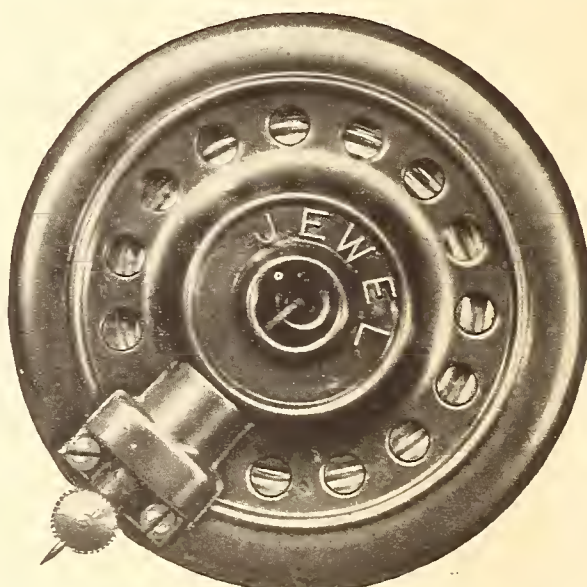
The Innes Music Co., of Wichita, Kan., recently inaugurated a sales and advertising drive on the new Fada radio receivers, with successful results.



The Peer of All Reproducers THE JEWEL No. 33

Because of its scientific construction and because all of the most advanced principles of sound reproduction are embodied in its construction, the Jewel No. 33 will reproduce the selection nearest to the way it was originally recorded by the artists.

No jangling—no distortion—no tin-canny noise—nothing but per-



fect harmony from the rumble of the kettle drums to the high tremulous silver tones of the violin and flute. Each instrument distinctly heard, yet all combined in one glorious harmonious whole.

The combination of the Jewel No. 33 Reproducer and the Jewel Instrument taper brass tone arm is the "last word" in equipment for tone reproduction.

Price, Nickel \$7.50—Gold \$8.50 Jobbers and Dealers write for discounts

JEWEL PHONOPARTS CO.

510 N. DEARBORN ST.

CHICAGO, ILL.

L. T. Breck Named Kolster Sales Manager

Has Been Assistant to Major H. H. Frost—Was Formerly Western Sales Manager of the Yale Electric Co.

L. T. Breck has been appointed sales manager of the Kolster Radio Corp. His promotion follows within a few months his appointment



L. T. Breck

ment as assistant to Major Herbert H. Frost, vice-president in charge of merchandising. Mr. Breck came to the company last July, when he resigned his position as Western sales manager of the Yale Electric Co. He has an extensive trade acquaintance.

Mr. Breck was a student at Washington University, in St. Louis, when the United States entered the World War. He also studied law at the Kansas City Law School. He enlisted in the Naval Reserve Flying Corps the day war was declared, April 6, 1917, and was discharged as an ensign in 1919, when he became a salesman for the Inland Machine Works of St. Louis. He entered the automotive parts business in Kansas City in 1921 and later became vice-president and sales manager of the Peerless Auto Supply Co. of Kansas City.

DeForest Announces Replacement Policy

H. C. Holmes, General Sales Manager, Explains Method by Which Adjustments on Defective Tubes Are Made

A replacement policy which is at once fair to all parties concerned, simple and prompt in its adjustments, is announced at this time for the DeForest Audions by H. C. Holmes, general sales manager of the DeForest Radio Co., Jersey City, N. J.

"While every effort is made in production, inspection and test of DeForest audions to produce only perfect tubes, the possibility of defective tubes occasionally reaching the consumer is fully recognized, and we have therefore endeavored to take care of such a situation by a satisfactory replacement policy. Our dealers are being provided with DeForest audion replacement labels in booklet form, with permanent stub. The customer is asked to return any defective tube to the dealer from whom it was purchased. The dealer fills out both stub and label with the necessary information called for, using his own system of numbering in the spaces provided. The label is affixed to the defective audion, and the defective audions are kept separate from the regular stock. On the first and fifteenth of each month the defective audions are returned to the DeForest distributor, who sees that adjustments are made promptly. The distributor forwards all defective tubes to the DeForest Radio Co., where they are tested not only for the basis of adjustment, but to check up on any possible production, inspection or shipping details that might need improvement."

Weston Profits Increase

A net profit of \$380,430 in the nine months ended September 30 was reported by the Weston Electrical Instrument Corp., Newark, N. J. This compares with \$349,778 in the same period last year.

A new issue of 35,000 shares of no par common stock of City Radio Stores, Inc., priced at \$28.50, was recently offered. The company plans to operate, through subsidiaries, a chain of ten retail radio stores.

Arthur Moss Elected Electrad President

Has Directed Sales and Advertising Since the Formation of Company Some Five Years Ago—Steady Sales Growth

Arthur Moss, treasurer of Electrad, Inc., New York City, in charge of sales and advertising since the company was formed some five years ago, has been elected to the presidency of the company. Electrad, Inc., manufactures a wide range of high-grade radio products, which since the inception of the company has met



Arthur Moss

with a ready reception on the part of radio set makers and the general public.

Under Mr. Moss's management the company's sales have rapidly increased, and the organization is now recognized as one of the leaders of the industry. The accession of Mr. Moss to the presidency is significant as indicating a distinctly progressive policy that points to a greater growth of the business.

Music Slogan Contest Ends

The music slogan contest, sponsored by the Music Industries Chamber of Commerce, closed on December 1 with every indication that it has fulfilled its purpose of stimulating public interest in musical instruments. The contest has been in progress since September 1, and many thousands of descriptive leaflets were distributed to the public. An award of \$1,000 will be made to the person coining the slogan accepted from the thousands which have been submitted to the judges.

Davega to Open New Store

Davega, Inc., operating a chain of music and sports stores, will soon open its fourteenth store and the sixth during the last year, at 166-07 Jamaica avenue, L. I., N. Y. Officials of the company state that sales for October showed an 85 per cent increase over any previous October in the fifty years of the firm's existence, a most satisfactory showing.

Purchases Music Store

George Oswald has purchased the music business of Charles Olendorf, known as the Olendorf Music Store, Lawrenceville, Ill., and is conducting it under his own name. Mr. Oswald has been connected with the store as manager for the past seven years.

The Rex Music Shop, 2169 Broadway, Gary, Ind., was recently incorporated with a capital stock of \$10,000 to deal in musical instruments, radio sets and accessories. The incorporators are Don Whitman, Orville Shelton and Mrs. P. M. Shelton.



Headquarters for Needle Equipments for EDISON PHONOGRAPHS

Jewel Needle Equipment	No. 50	Nickel	List \$5.00
Jewel Needle Equipment	No. 45	Nickel	6.00
Jewel Needle Equipment	NOM-Y-KA	Nickel	7.50
Jewel Needle Equipment	CONCERT	Nickel	8.00
Jewel Needle Equipment	No. 35	Nickel	8.50

NOM-Y-KA and CONCERT equipments are Universal—will play all makes of records—

The No. 35 is a specially designed and perfectly balanced equipment for playing the new records made by electrical method of recording . . . no other needle equipment is quite so good in tone quality and it has great Volume.

MANUFACTURERS Attention! We have six different models S-shape brass tone arms to fit all phonographs from Portables to the Finest Machines. The Prices will interest you write.

JEWEL PHONOPARTS COMPANY

510 No. Dearborn St.

CHICAGO